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BROADCASTING TELECASTING

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TECHNICAL

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Page 25

Smaat Film Anti-Trust Suit Draws Fire
Page 27

Network Billings For Seven Months
Page 39

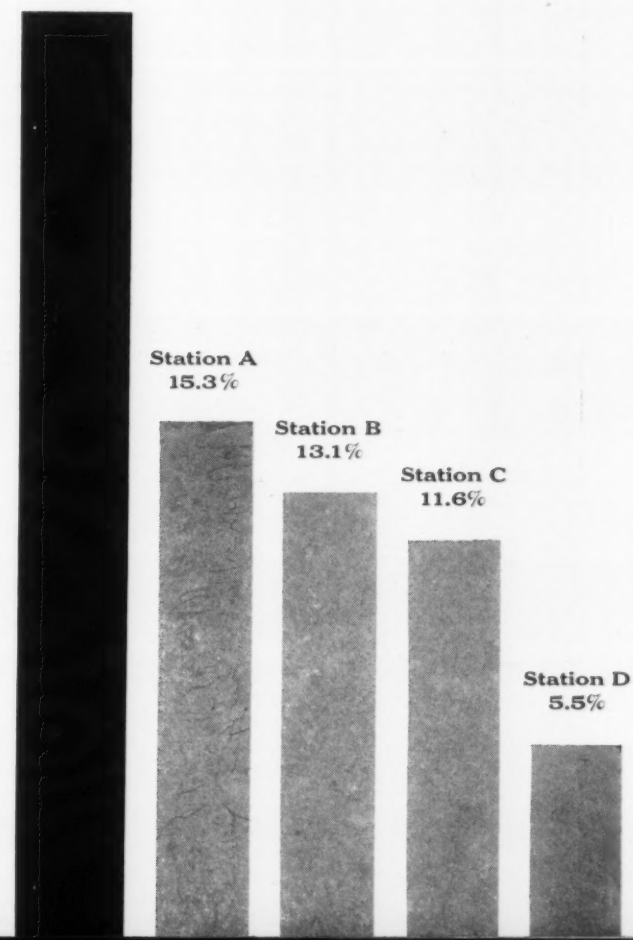
TELECASTING
Starts on Page 69

21ST
The Businessweekly of Radio and Television
year

more listeners...more often

WOR is preferred over all other New York stations for news.

"Which station do you prefer for news?"



Source: Special Pulse Study, August, 1952

WOR

"First for news in New York"

The third biennial Pulse survey of news listening in New York reveals almost twice as great a preference for WOR as for the next best station.

Today, WOR newscasts are delivering audiences as large as in pre-TV 1946!

XUM

NO FLYING SAUCERS IN RICHMOND

Military men often achieve
their objectives with secret weapons.

This is not true with advertising men.

Broadcast sales strategy, in particular,
calls for heads-up use of a time-tested media.

The Havens and Martin stations, for example,
have a unique record of sales achievements
in Richmond, the first market of Virginia.

Long years of experience in radio and television
have won for WMBG, WCOD, and WTVR
the confidence and loyalty of Richmond's populous
and prosperous market.

You can't overlook these result-producing
facilities in planning your fall and winter campaign.

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.

AM
TV FIRST STATIONS OF VIRGINIA
FM

Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by
The Bolling Company

ERIE

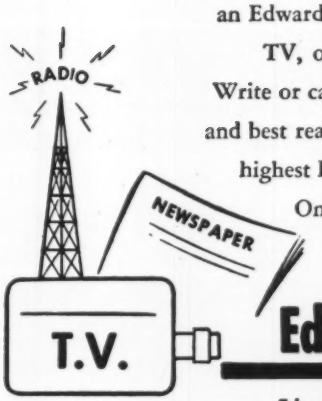
One of the nation's top test markets

Pennsylvania's 3rd City

HAS 3 OUTSTANDING ADVERTISING MEDIA

One alone can do the job . . . but together they can do it QUICKER and BETTER

In Erie, Pa., you get complete assistance and merchandising help when you specify an Edward Lamb Property to do the job for you. Whether plans call for Radio, TV, or Newspapers—or all three, we can be of merchandising assistance. Write or call today for complete Market Data—the Erie Dispatch is Erie's oldest and best read newspaper, daily and Sunday; Radio Station WIKK has Erie radio's highest Hooperating all day long; WICU is Erie's only TV station, 4 networks. One alone can do the job—but together they can do it quicker and better!



Edward LAMB ENTERPRISES INC.

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The Lancaster, Pennsylvania, Aero Club recently held an unusual breakfast meeting. Members had fruit juice at one airport, flew to another airport for bacon and eggs, finished breakfast at a third airport. Not just another "stunt", the breakfast flight was intended to focus attention on the current national campaign of the Civil Aeronautics Patrol to enlist 100,000 cadets. WGAL-TV, in line with its public-service activities, took sound films of the flight, used them on its news programs to highlight the CAP recruiting campaign. A distinguished participant in the proceedings was Lancaster County's District Attorney, John Beyer, shown in the photograph at the WGAL-TV microphone.

WANTED:
100,000
CAP CADETS

WGAL-TV
LANCASTER, PENNSYLVANIA

A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • Los Angeles • San Francisco

at deadline

CLOSED CIRCUIT

SALE OF KGHL Billings, Mont., to Walter E. Schott, industrialist of Cincinnati and Cleveland, in final negotiation last Friday. Price of approximately $1,500,000 includes 26,000-acre ranch, 2,600 head of cattle, 300-acre farm and distributorships of Frigidaire, RCA and auto parts in Billings area. KGHL is NBC-affiliated, operates on 790 kc with 5 kw. Transaction handled through Blackburn-Hamilton Co.

REPERCUSSIONS to FCC's actions last week on so-called show cause cases involving several pioneer TV stations were coming thick and fast at last weekend. Setting of hearings involving Steinman stations (WGAL-TV Lancaster and WDEL-TV Wilmington) and of Crosley stations (WLWC (TV) Columbus, WLWT (TV) Cincinnati and WLWD (TV) Dayton), raising for first time issue of overlap in coverage (duopoly), generally regarded as dragging in totally unrelated and extraneous issue. Moreover, charges of bad faith being leveled against Commission in cases of those 31 stations which were asked to shift channels to permit enforcement of final allocation plan.

WHILE OPINION in Washington generally was that no existing stations could possibly lose out, observers were contemplating prospect that whole allocation project could be undermined because of these actions. Certain to arise again is question of limitation on ownership of TV outlets, now restricted to five, as against pending proposals to increase number by allowing two or more uhf outlets to same entity.

NOW THAT ABC has completed plan for outside sales representation of its owned and operated stations (5 AM, 5 TV) entire industry will watch trend in station representation of networks. Several years ago major networks began effort to assume representation of certain key affiliates because of substantial revenue involved. Case was carried to FCC by Station Representatives Assn. (formerly NARTSR) and it stopped there. ABC has now reversed that trend by assigning to Petry three of its markets (New York, San Francisco and Los Angeles) and to Blair remaining two markets (Chicago and Detroit).

KEPT UNDER cover as classified, final approval of Conelrad project for deployment of radio and TV in Civil Defense emergency slated for release prior to Oct. 1, after which rules and regulations will be announced. Top level plan has cleared National Securities Resources Board and Defense Dept.

CONELRAD developments recalled to FCC Comr. George E. Sterling, FCC's representative, that Joseph H. Short Jr., press secretary to President Truman who died last Thursday, had been tower of strength to broadcasters in sometimes lively deliberations. Assigned by President to Conelrad's council, Mr. Short paid particular attention to welfare of broad-

(Continued on page 6)

NARTB BOARD SESSIONS SLATED IN DECEMBER

COMBINED NARTB Radio and Television Boards will meet Dec. 5 at Roney Plaza Hotel, Miami Beach, Fla., to take up new draft of association by-laws. Extensive changes proposed in document, amended hastily in 1951 when TV stations were admitted to association. If combined boards approve changes, they go to membership for ratification.

Radio Board will meet Dec. 5 at conclusion of by-laws discussion and continue through following day. Proposed revival of radio Standards of Practice, including ethics of rate-cutting methods, likely to be on agenda.

Television Board will hold separate meeting Dec. 8-9 at Cat Cay, Fla. Developments in fast-growing TV industry, including TV Code, to be considered among other topics.

STANDARD, FOX AGREE

FINIS to station involvement in dispute between Standard Radio Transcription Services and Harry Fox, agent and trustee for a number of music publishers, concerning mechanical rights (see earlier story, page 25) apparently came Friday, when Mr. Fox, after conferring with Sydney Kaye, Standard counsel, agreed to send following letter to stations: "By agreement with Standard Radio Transcription Services, we are proceeding to adjust our claims against this company directly with it without involving your station. You may therefore disregard our letter of Sept. 10, 1952" [B•T, Sept. 15].

CBS-TV AFFILIATES MEET

FIRST MEETING of CBS-TV affiliates advisory committee with network officials held Friday in New York, with five-man group conferring throughout day with CBS President Frank Stanton, CBS-TV President J. L. Van Volkenburg, stations relations vice president H. V. Akerberg, Sales Vice President Fred M. Thrower and other top executives on program and sales plans, political telecasts, promotion and related problems. Committee consists of E. K. Jett, WMAR-TV Baltimore, chairman; Clyde Rembert, KRLD-TV Dallas; Glenn Marshall Jr., WMBR-TV Jacksonville, and Philip G. Lasky, KPIX (TV) San Francisco.

BUSINESS BRIEFLY

AMERICAN LOOKS ● American Tobacco Co. (Lucky Strike cigarettes) through BBDO, N. Y., reportedly interested in sponsoring radio show featuring Horace Heidt, whose *Youth Opportunity* program was sponsored for many years by rival Philip Morris cigarettes. ABC, CBS Radio and NBC are pitching time proposals at advertiser. NBC radio is offering Thursday, 9:30-10 p.m. slot which will be vacated Oct. 5 which Gulf Oil's *Counter Spy* moves to Sunday 5:30-6 p.m. period.

CAMAY NIGHT RADIO ● Procter & Gamble, Cincinnati (Camay), through Benton & Bowles, N. Y., preparing nighttime minute radio announcements campaign to start Oct. 21 for 26 weeks in 31 markets.

VICEROY CAMPAIGN ● Brown & Williamson Tobacco Co., Louisville (Viceroy cigarettes), through Ted Bates Inc., N. Y., setting up 52-week radio spot announcement campaign to be launched next Monday.

SUPER SUDS DELAY ● Colgate-Palmolive-Peet (Super Suds) will delay its Oct. 1 scheduled radio spot campaign to one that will start sometime early in 1953. Budget for earlier campaign going into newspapers. Agency, Cunningham & Walsh, N. Y.

DURSTINE NAMED ● Modglin Co., L. A. (manufacturers of Perma-Broom, Perma-Scrub Whisk-Off and Perma-Kleen), names Roy S. Durstine Inc., N. Y. and L. A., to handle its advertising.

AGENCY ADDS TO STAFF

SHERMAN & MARQUETTE Inc., N. Y., on Friday announced following additions to its staff: Richard J. Keegan, Vick Chemical Co., named account executive; Chet Kulesza, head of TV commercial dept., Ellington & Co., placed in charge of TV film commercials; James S. Campbell, TV copy supervisor Kenyon & Eckhardt, to same position with S&M; Harry Wholley, also Kenyon & Eckhardt, to merchandising dept., and Janet A. Gilbert, Harold Cabot & Co., Boston, named media buyer.

Group Seeking RKO Would Sell to TV

CURRENT backlog of RKO movies will be released to television if anticipated sale of RKO Radio Pictures Inc., to Chicago syndicate headed by Ralph E. Stolkin is consummated.

Deal, in negotiation since Labor Day weekend, expected to be closed soon. Group reportedly buying stock interest of Howard Hughes for $7,500,000.

Mr. Stolkin, vice president of National Video Corp., Chicago, tube manufacturer, is also identified with Screen Assoc. Inc., Beverly Hills. He has oil and ranching interests. Others reported in syndicate are his father-in-law, A. L. Koolish; Edward G. Burke Jr., San Antonio oil man; Ray Ryan, also an oil man, and attorney Arnold Grant.

Messrs. Stolkin and Burke are listed among new owners of KOIN and KOIN-FM Portland and KJR Seattle [B•T, Aug. 18] and reportedly supplied major money for their purchase from Marshall Field for $1,500,000.

Potential new owners reported concerned primarily with backlog of RKO-controlled movies for TV distribution rather than production of feature films. They plan TV production unit in Hollywood. It is understood there has been talk with DuMont and NBC-TV regarding backlog.

for more AT DEADLINE turn page ➤

at deadline

COLUMBIA PACIFIC ADOPTS RATE-DISCOUNT REVISION

NEW rate and discount structure for Columbia Pacific Radio Network scheduled to go into operation Sept. 21, conforming in general to pattern set by CBS Radio Network.

New structure includes "slight increase in daytime costs for most advertisers and decrease through discounts in nighttime costs." William D. Shaw, general manager of CPN and KNX Hollywood, announced Friday station hour discounts are retained rather than annual dollar volume discounts. Fifty-two week consecutive weeks discount remains at 12½%. Present advertisers will be protected against any increase in costs for six months from effective date of new rate and discount structure, Mr. Shaw said.

FOLSOM TO EUROPE

FRANK B. FOLSOM, RCA president, was to fly Saturday to Europe for business trip. He expects to cover most of continent, visit Near East and return in late October. He follows by fortnight trip to Europe made by RCA Board Chairman David Sarnoff. He does not plan to cover same ground, however.

WFMJ-TV PLEA DENIED

WFMJ-TV Youngstown, Ohio, denied petition for waiver of TV temporary processing procedure in Friday ruling by FCC. Station asked waiver so it could file for change of CP from Channel 73 to 21 [B•T, Sept. 1]. FCC also denied petition challenging legality of rule and dismissed application which had been tendered for filing.

WANNAMAKER HEADS WBIG

ALLEN WANNAMAKER, onetime announcer of WBIG Greensboro, N. C., and now general manager of WGTM Wilson, N. C., named general manager of WBIG, Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., announced Friday. Jefferson Standard has supervised operation of WBIG for parent insurance company since Sept. 15. Mr. Wannamaker succeeds Gilbert Hutchison, who resigned. Pending his assumption of position Oct. 1, Larry Walker, vice president and assistant general manager of Jefferson Standard in Charlotte, will continue to supervise operations.

DENY FIELD HEARINGS

CITING LIMITED funds for holding hearings in field, FCC Friday denied requests of applicants in TV hearings at Tampa-St. Petersburg, Fla., Denver and Portland, Ore., to move proceedings from Washington to those cities. Commission said it cannot switch hearing to field "except upon the strongest showing by the parties involved that a particular hearing should be transferred."

In this Issue—

FCC Comr. Robert F. Jones quits to join Arthur W. Scharfeld's Washington law firm. William P. Massing, assistant secretary of Commission, may succeed to vacancy. *Page 23.*

FIRST commercial uhf TV station goes on air in Portland, Ore. Uhf premiere is months ahead of expectations and probably will do much to arouse interest in uhf. *Page 25.*

FCC calls halt to processing of all competitive applications for same TV channels. It's a measure to push non-competitive grants through. *Page 65.*

DESPITE late start, eight advertisers are trying to whip fall broadcasting plans into shape. *Page 23.*

FCC raises new policy question which could mean life or death to some existing TV stations and some that are proposed. If signals of commonly-owned TV stations overlap, under channel changes required in Sixth Report, duopoly may be invoked. *Page 65.*

CBS is 25 years old. Special articles tracing the network's history begin on *Page 44.*

HOW an independent automotive chain built a booming business by radio advertising. A success story told at the NARTB District 12 meeting. *Page 40.*

ABC and NBC think their affiliates will approve new radio rate and discount structures which will make those networks competitive with CBS Radio. *Page 26.*

THEATRE Owners of America vow to fight government anti-trust suit to compel sale of 16mm feature films to TV. They're also urged to become TV operators themselves. *Page 27.*

HOUSE subcommittee investigating radio-TV morals gets facts from industry representatives. Hearings resume this week in New York. *Page 28.*

LAST week's TV grants and applications begin on *Page 66.*

STANDARD Radio says that anyone who buys its radio library doesn't have to worry about mechanical rights fees. Standard will indemnify any purchase if suits arise. *Page 25.*

Upcoming

Sept. 22: ABC-TV meets with advisory committee, ABC headquarters, N. Y.

Sept. 22-25: National Electronics Distributors Assn. convention, Atlantic City, N. J.

Sept. 28-30: Adv. Fed. of America, 10th district meeting, Mayo Hotel, Tulsa.

Sept. 29: ABC Western Div. radio affiliates annual fall meeting, Beverly Hills Hotel, Hollywood.

Sept. 29: Tall Tower meeting, FCC. Room 2230.

(Other Upcomings, page 36)

Closed Circuit

(Continued from page 5)

casters' interest, said Mr. Sterling in paying tribute to him. President himself walked in on one recent meeting held at White House executive offices.

FIRST name heard and just as quickly dispelled on appointment of successor to Robert F. Jones on FCC was Chan Gurney, Republican member of Civil Aeronautics Board, former Senator from South Dakota and one time owner-manager of WNAX Yankton. While admitting that he has deep affection for radio, Mr. Gurney told BROADCASTING • TELECASTING Friday that there is much to occupy him at CAB and that "for the moment" he isn't interested in change.

ABC OFFICIALS reported station acceptance of its proposed new rate and discount structure progressing "splendidly" with about 35% of total 253 "pay" affiliates having returned signed contract amendments by late Friday, which was latest date network had asked them to get signed forms into mails. At NBC, which has 180 "pay" affiliates, it was reported acceptances of that network's new plan had already passed 80% mark (early story page 26).

REPORT, current in New York Friday, that Allis-Chalmers Mfg. Co. had signed to sponsor full 90-minute weekly *Omnibus* (Ford Foundation supershow to start Nov. 9 on CBS-TV Sun., 4:30-6 p.m.) could not be immediately confirmed. CBS-TV spokesman said 28 companies "very interested" in program's sponsorship. Problem is selection of sponsor best suited to program.

THEATRE operators, stung by TV and fretting over upcoming influx of video competitors, pinning high hopes on closed-circuit color TV network featuring Broadway productions. They're quietly raising fund to finance active role in FCC theatre TV hearings and have elaborate data ready.

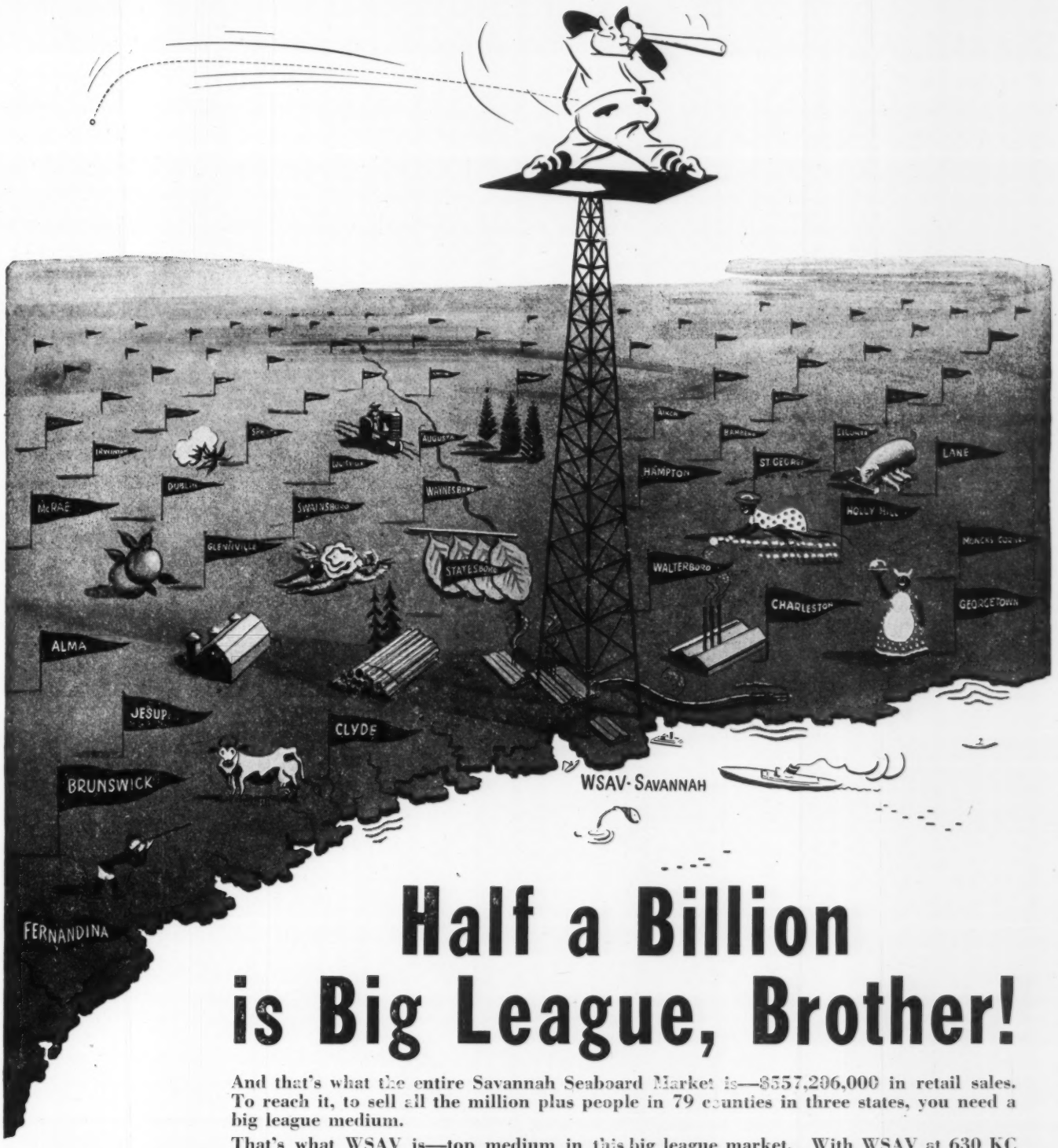
FRESH from her trip to Southwest and West Coast, Comr. Frieda B. Hennock last Tuesday regaled her fellow Commissioners with stories of her TV educational conquests. Several Commissioners were constrained to leave meeting. She reported on conferences with numerous educational and philanthropic groups and predicted more stations would be underwritten than originally thought and that number of broadcasters were prevailed upon to donate considerable equipment to noncommercial educational applicants in those areas.

THOSE 500-odd TV sets which RCA rushed into Portland area for advent of KPTV (TV) all were factory adapted with two-channel uhf tuners as special service for country's first uhf market. RCA Victor officials felt it was essential first commercial uhf receivers be as bug-less as possible. Company's sales and service departments plan to watch Portland like hawks during next few weeks.

WBRY PETITION

IN INTEREST "of bringing television service to Waterbury [Conn.] as soon as possible," WBRY that city petitioned FCC Friday to dismiss its bid for uhf Channel 53 in order that competitive application of WATR Waterbury can be promptly approved. WBRY earlier in week petitioned Commission to allocate additional uhf Channel 83 to city, indicated it will seek that channel (see story, page 65).

for more AT DEADLINE see page 102



Half a Billion is Big League, Brother!

And that's what the entire Savannah Seaboard Market is—$557,296,000 in retail sales. To reach it, to sell all the million plus people in 79 counties in three states, you need a big league medium.

That's what WSAV is—top medium in this big league market. With WSAV at 630 KC you reach 3½ times more people, 4 times more area. And you reach it with the station that sells best because it serves best. Ask for proof!

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

YOU NEED THE 17th STATE* TO WIN!

Yes, you should surely include the tremendous WGY coverage area in making your "candidate's" campaign plans.

WGY is a "*must*" market area for you and your sponsor. Covering 53 counties in Eastern Upstate New York and Western New England for the past 30 years, WGY is the top station in the area.

Not confined to a single city, WGY blankets 22 cities with a population of 10,000 or more.

Just look at this market data!

Compared to the major metropolitan centers in the nation and based on figures in the *1952 Survey of Buying Power*, the WGY area is exceeded only by New York and Chicago in population, total retail sales and food sales!

The WGY area ranks 4th in Furniture-Household, Drug and Automotive Sales and 5th in General Merchandise Sales when compared to the major cities of the country.

Containing large rural and urban populations, the 17th State* represents a true cross section of the country. Make sure your sponsor scores plenty of votes for his product in the form of sales by including the 17th State* in your campaign plans.

YOU CAN COVER THE 17th STATE* WITH ONLY ONE STATION

**The WGY coverage area is so named because its effective buying income exceeds that of 32 of the nation's States.*

WGY

Studios in SCHENECTADY, N. Y.

Represented Nationally by HENRY I. CHRISTAL

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine. Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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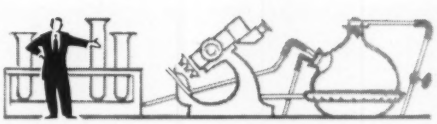
JUST WHAT GOOD ARE PROFITS?

During the last 20 years a great many uncomplimentary things have been said about profits. Left Wing propaganda has been so successful that many honest Americans were actually beginning to wonder if maybe there wasn't something evil about profits after all. But the answer is plain if we understand one of the most important functions of profits in our economy. It is simply this:



The chance for profit *constantly encourages the development of new and improved products.* Because of the competition for profits, every business strives to put out *better and more useful products, with greater efficiency, at lower prices.* (At Union Oil, for example, we're spending $10,000 per day on research—and our competitors work just as hard as we do on product improvement.)

Because of this essential function of profit the American people have better products in greater abundance than the people of any other country. *As a consequence, we enjoy the highest standard of living the world has ever known.*

It's not hard to see, then, why the profit motive must be preserved. Yet present tax policies and government controls are discouraging production by destroying the profit motive. *And without this incentive we Americans cannot possibly show the progress in the future that we have shown in the past.*

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

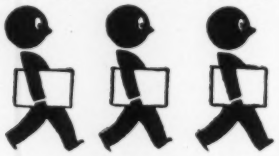
MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

DAVID HALE HALPERN, vice president in charge of radio and television for Owen & Chappell Inc., N. Y. [B•T, Sept. 15], to Biow Co., that city, as account supervisor on Jacob Ruppert Brewery.

PAUL L. BRADLEY, manager, Executive Research Inc., N. Y. (public relations), to Grant Adv. Inc., Hollywood, as West Coast vice president and manager. He succeeds **PATRICK E. O'ROURKE,** to Hixson & Jorgensen Inc., L. A., as account executive. **COLETTE BURNS,** assistant to editor, NBC radio *Richfield Reporter*, to latter agency as copywriter.

on all accounts

ROBERT N. AYLIN, president, Aylin Adv. Agency, Houston, apparently has always wanted to be an advertising man.

Even back in his high school days, in Little Rock, Ark., he began learning about the advertising business. Today he is still learning, although there are those who would say: "He knows his business."

At the U. of Missouri and at Tulane U., Mr. Aylin combined schooling with practical experience in advertising and selling. He wrote newspaper articles, sold magazines door-to-door and did research and copy work for Young & Rubicam.

Following his graduation with a B.A. degree in journalism from Tulane, Mr. Aylin decided to equip himself still further by seeing something of the world. Aboard a freighter, he traveled to Portugal, Spain and France.

Mr. AYLIN

Back in the U. S. after a few months, Mr. Aylin began selling want ads door-to-door for the New Orleans *Times-Picayune*. He later became a copywriter for Fitzgerald Adv. Agency of New Orleans.

Moving to Houston, he became advertising manager for the *Gulf Coast Lumberman*, a lumber industry trade journal. Within six years, he had become vice president of that publication.

Then came World War II and the Coast Guard. Mr. Aylin served as senior watch officer on the *USS General W. H. Gordon*, which saw duty as a troop transport in both the Atlantic and Pacific. Mr. Aylin left the service a full lieutenant. A book he wrote, *USS General W. H. Gordon*, is highly-regarded by the Coast Guard.

At the war's end, Mr. Aylin opened his own ad agency—a one-man operation with three much-prized accounts. That was six years ago. Now there are 12 employes, servicing 36 accounts.

Through daily staff meetings, Mr. Aylin thoroughly familiarizes himself with every account and gives advice, when needed.

In its six years of operation, he estimates that his agency has produced 570 TV spots, created 3,200 radio and video programs and placed more than 23,500 radio spots. Enough ad copy has been written by the agency to fill 34 full-length novels. And this year, Mr. Aylin adds with a note of pride, his TV Dept. created the first animated cartoon for television to be produced in Houston.

Mr. Aylin is a member of the Houston Advertising Club, the National Industrialist Advertiser's Assn., the Houston Sales Executives, Houston Country and the Briar Clubs. Also he is a vestryman of his Episcopal church and is active in civic affairs. He has served as president and as director of the Houston Chapter of the Southwestern Assn. of Advertising Agencies.

A native of St. Louis, Mr. Aylin was born Aug. 1, 1913. In 1939, he married the former Betty Wellborn, of Alvin, Tex. They have three children: Robert Jr., 11; Betsy, 7, and Martha, 5.

In retrospect, Mr. Aylin is glad that he knew what he wanted to do early in life. That way, he was able to begin learning early about his chosen vocation. He learned much on his way to the top. Now that his own agency is firmly established, Mr. Aylin wants to continue learning.

beat

SIEBRAND H. NIEWENHOUS Jr., account executive, BBDO, Pittsburgh, to Sullivan, Stauffer, Colwell & Bayles, N. Y., in executive capacity.

EMIL MOGUL Co., N. Y., relocates in larger quarters at 250 W. 57th St. New personnel includes: **LESTER J. MALLETS**, account executive, Harry B. Cohen, named business manager of radio-TV staff; **NAT B. EISENBERG**, TV producer-director, Al Paul Lefton Co., appointed supervisor of creative programming. **FLORENCE KATZ**, Mogul radio timebuyer, named radio-TV timebuyer and **MARVIN SCHLAFFE** promoted to production supervisor.

BERNARD LONDON, sports and special events director, CBS, to Kudner Agency television department, N. Y., as producer of General Motors-NCAA *Television Game of the Week*.

HUNTER & SCOTT Inc., Hollywood, has been dissolved. **MILT SCOTT** now heads **M. B. SCOTT & Assoc.**, 1540 N. Highland Ave. **BILL HUNTER** heads **HUNTER Adv.**, 1552 N. Highland Ave. **ALLEN ROSS**, producer, WOR New York, and **DON OTIS**, Hollywood free lance disc m.c., to former as media director and account executive, respectively.

BOGART KARLAW, copy chief, Biow Co., N. Y., has resigned.

JOHN F. McMANUS, advertising manager, Thayer Inc., Gardner, Mass., to Zimmer, Keller & Calvert Inc., Detroit, as account manager.

WILLIAM ROSS HOWARD, account executive, Ruthrauff & Ryan, Hollywood, resigned.

EDWARD E. KEELER, president of Western Adv., L. A., elected first vice president and program chairman of Southern Calif. Adv. Agencies Assn. He succeeds **EARL TAGGART**, resigned, who has left agency field.

RUSSELL H. NAGLE, vice president-merchandising director, Erwin, Wasey & Co. Ltd., L. A., resigned.

BILL BROWN, Young & Rubicam Inc., N. Y., supervisor for Singer Sewing Machine Co.'s *Four Star Playhouse* on CBS-TV, transfers to Hollywood office. Others transferred there are **JOE SCIBETTA**, agency producer for General Electric on NBC-TV *I Married Joan;* **JOHN FRIEDKIN**, publicity director for latter program, and **BARBARA DEMARAY**, copywriter for General Foods on CBS-TV *Our Miss Brooks*.

BESSIE GALBRAITH, regional director, Foote, Cone & Belding Inc., Mexico City, to Los Angeles office as account executive.

JOSE ROBERTO LEME, radio-TV production staff of United Nations, to radio-TV staff of J. Walter Thompson's Sao Paulo, Brazil, office.

JULES HACK, radio-TV commercial writer, Erwin, Wasey & Co. Ltd., L. A., promoted to commercial supervisor on Carnation Co. (evaporated milk) account.

DOROTHY NICKERSON, art and production department, Foote, Cone & Belding Inc., Chicago, to Mogge-Privett Inc., L. A., as production supervisor. She replaces **JOE FERNANDEZ**, resigned to open own art and production service, L. A.

JOHN S. COERNE, advertising manager, Capitol Records, L. A., to Elwood J. Robinson & Co., that city, as creative director.

JEROME M. COWLE, Erwin, Wasey & Co., N. Y., to Anderson & Cairns, that city, as member of copy staff.

GEORGE ELWERS, Chicago regional editor and later machinery editor, *Iron Age* magazine, to publicity staff, G. M. Basford Co., N. Y.

FACTOR-BREYER Inc., L. A., moves to 607 S. Hobart Blvd. Telephone is Dunkirk 8-8111.

FOOTE, CONE & BELDING Inc., L. A., moves to 900 Wilshire Blvd. Telephone is Madison 9-3611.

Every day is ladies' day for personable Ed Dinsmore, head man of WBEN's popular Luncheon Club, Monday through Friday afternoons from 12:30 to 1:00. Ed's musical potpourri of old tunes and new tunes, spiced with celebrity interviews, and topped off with interesting bits of Western New York miscellany, make for an unusually popular noon-time show.

Ed has a (selling) way with the ladies, and how they love it! When Dinsmore dines 'em . . . sponsors sell 'em . . . and *everybody's* happy! If you're yearning for an introduction to Western New York housewives, WBEN's Ed Dinsmore will be happy to do the honors . . . *and* the selling!

WBEN

NBC BASIC BUFFALO

The Henry I. Christal Co. — National Representatives

SOME SPOTS ARE BETTER THAN

For the best spot, at the right time, at the right place

OTHERS

Specifically, the ten NBC Spot Sales markets account for:

43% of U. S. Population — *45% of U. S. Drug Sales*
48% of U. S. Retail Sales — *42% of U. S. Automobile Sales*
49% of U. S. Food Sales — *50% of U. S. Effective Buying Income*

Just think—one phone call, one contact can put your sales messages in the richest two handfuls of markets in the country. These ten trading areas equal the effective buying power of all other U. S. markets combined.

(Source: Sales Management 1952)

representing
RADIO STATIONS:

KNBC	*San Francisco*
WTAM	*Cleveland*
KOA	*Denver*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*

representing
TELEVISION STATIONS:

KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Denver Charlotte Atlanta**

**Bomar Lowrance Associates*

KLZ — IN OUR 32ND YEAR

RADIO STATION KLZ
DENVER, COLORADO
THE CENTRAL CITY OPERA HOUSE ASSOCIATION
HEREBY CITES YOU FOR YOUR OUTSTANDING
Public Service
IN THE FURTHERANCE OF THE
1952 CENTRAL CITY FESTIVAL

KLZ Manager Hugh Terry (left), receives a certificate of appreciation awarded the station for outstanding public service in aiding the 1952 Central City Opera Festival, presented by the Honorable Maple T. Harl, Chairman of the Federal Deposit Insurance Corporation.

Tops In Public Service

—wherever the need may arise!

Not content with serving only the organizations within its own community, KLZ carries its public service activities throughout the entire Rocky Mountain area.

Wherever and whenever Denver's first station can be of service to the people, KLZ is there.

This recognition from one of Colorado's famous mountain towns is further support of KLZ's local and national reputation for outstanding public service broadcasting.

KLZ

5000 WATTS — 560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

new business

Spot • • •

SQUIRE DINGEE Co., Chicago (Ma Brown pickles, preserves), using radio for first time to sponsor *Hopalong Cassidy*, radio transcribed series in 14 major midwest markets, starting Oct. 4. Agency: L. W. Ramsey Co., Chicago.

INTERNATIONAL SHOE Co., St. Louis, sponsor of *Kids and Company*, DuMont TV Network, Sat., 11:30-12 noon EDT extending program coverage to WKY-TV Oklahoma City; WDAF-TV Kansas and WOW-TV Omaha. Agency: D'Arcy Adv. Co., St. Louis.

MINARD'S LINIMENT Co. Ltd., Yarmouth, N. S., has started spot announcements on number of Canadian, English and French language stations. Agency: McKim Adv. Ltd., Toronto.

CANADIAN CANNERS (WESTERN) Ltd., Vancouver (canned foods), will start spot announcement campaign on western Canadian stations in October. Agency: James Lovick Ltd., Vancouver.

Network • • •

TONI Co., Chicago, (Prom Home Permanent and White Rain shampoo), to sponsor *Fun for All*, starring Arlene Francis and Bill Cullen, on CBS Radio starting Sept. 27, Sat., 1-1:30 p.m. EDT. Agency: Weiss & Geller, N. Y.

ARMSTRONG CORK Co., Lancaster, Pa., renewed *Armstrong Theatre of the Air* over CBS Radio, Sat., 12 noon-12:30 p.m., effective Sept. 20, for 52 weeks. Agency: BBDO, N. Y.

CANADA DRY GINGER ALE Inc., N. Y., sponsoring film version of newspaper strip, *Terry and the Pirates*, on DuMont TV Network's WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh alternate Tues., 7:30-8 p.m. EST, beginning Nov. 25, for 26 weeks over 52-week period. Agency: J. M. Mathes Inc., N. Y.

ROMAN MEAL Co., Tacoma (muffin mix, hot cereal), starts five minute participations in news broadcasts of Chet Huntley, thrice weekly, and Bob Garred, twice weekly, on ABC radio, for 13 weeks from Sept. 29. Agency: Guild, Bascom & Bonfigli Inc., S. F.

MILES LABS., Elkhart, Ind. (Alka Seltzer and One-A-Day Brand tablets), renews CBS Radio's *Curt Massey Time*, Mon.-Fri., 5:45-6 p.m. EDT and *Hilltop House*, Mon.-Fri., 3-3:15 p.m. EDT, both for 52 weeks effective next Monday. Agency: Geoffrey Wade Adv., Chicago.

Agency Appointments • • •

PAGE MILK Co., Pittsburgh, appoints Wasser, Kay & Phillips, same city, for introductory advertising campaign for Slim, non-fattening milk product. Radio will be used.

BUSCH KREDIT JEWELRY Co., N. Y., appoints Hilton & Riggio Inc., same city, for radio-TV advertising. LOUIS MEISEL is account executive.

EISENHOWER-NIXON COMMITTEE FOR SOUTHERN CALIFORNIA, L. A., appoints Elwood J. Robinson & Co., that city. Radio-TV is being used.

LELAND ELECTRIC Co., Dayton, Ohio, appoints Fletcher D. Richards Inc., N. Y.

Adpeople • • •

SEYMOUR MINTZ, advertising director, Admiral Corp., Chicago, elected vice president in charge of advertising.

MACK KEHOE, public relations director, Greater Milwaukee Committee, to Miller Brewing Co., same city, as head of publicity and community relations. GALE BRENNAN, Miller's merchandising staff, now heads brewery's publications. Both report to VERNON S. MULLEN Jr., director of advertising.

Seniority Counts

WWJ, world's oldest radio station, celebrates its 32nd Anniversary

Naturally, WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ's pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.

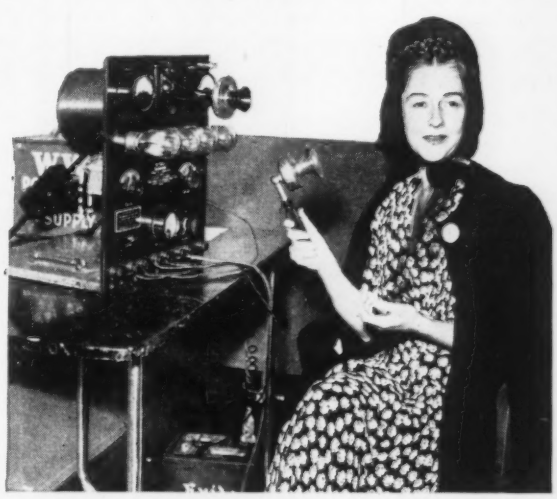
W W J

(NATIONAL FIRSTS)

***FIRST** radio station, August 20, 1920*
***FIRST** election returns, August 31, 1920*
***FIRST** radio dancing party, September 4, 1920*
***FIRST** fight results, September 6, 1920*
***FIRST** vocal concert, September 23, 1920*
***FIRST** World Series scores, October 5, 1920*
***FIRST** church chimes, December, 1921*
***FIRST** symphony concert, February 10, 1922*
***FIRST** radio orchestra, May 28, 1922*
***FIRST** radio wedding, June 18, 1922*

(MICHIGAN FIRSTS)

***FIRST** eyewitness football game, October 25, 1924 (Mich.-Wisconsin)*
***FIRST** eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)*
***FIRST** eyewitness boat races, August 2, 1924 (Gold Cup)*
***FIRST** Michigan FM station, May 9, 1941*



Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

WWJ AM-FM
Basic NBC Affiliate
First Michigan TV Station, WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

open mike

Agency Recognition

EDITOR:

[The 1952 MARKETBOOK] . . . strikes me as a fine job, and I know it will help us out immensely.

Harry Parnas
Media Director
Cecil & Presbrey
New York

* * *

Population Report

EDITOR:

This office has been asked by Mr. [Earl L.] Boyles, general manager of WNAV Annapolis, Md., to report to you the correct population of Annapolis.

In a check with the City Clerk, the official population of Annapolis on Jan. 12, 1951, was 25,104.

In April of 1950 the city of Annapolis annexed the suburbs and a recount of the 1950 population was asked. The request was granted and on Jan. 12, 1951, the official population was given to the city. . .

John J. McWilliams
Executive Secretary
Annapolis and Anne Arundel County Chamber of Commerce
Annapolis, Md.

[EDITOR'S NOTE: The 1952 BROADCASTING • TELECASTING MARKETBOOK used the 1950 U. S. Census figure for Annapolis as for all other population listings. It would have been inconsistent to use later figures for Annapolis and not for other localities where population has increased since the 1950 Census was made.]

Vest-Pocket Bible

EDITOR:

That miniature edition of BROADCASTING•TELECASTING entitled "TV Goes Nationwide" is the handiest bible of its kind that I have ever seen. Within 30 days, I'll wager that my copy will be dog-eared and dirty. But it will have served a very useful purpose.

Please accept my personal congratulations on your journalistic enterprise.

Lewis H. Avery
President
Avery-Knodel Inc.
New York

* * *

Missing Watts

EDITOR:

B•T has just low rated us by 292,500 watts.

WMIT radiating 325,000 watts from the highest point in Eastern United States might have appeared unbelievable to the editor who so kindly mentioned our after-hours hurricane service (page 74, Sept. 15 issue).

WMIT has been called "the world's most powerful station" (in terms of interference-free coverage) and those 325 radiated kw are making sense to our sponsors. So could we please have them back?

Wallace E. Stone
General Manager
WMIT (FM)
Clingman's Peak, N. C.

[EDITOR'S NOTE: Not an unbelieving editor but a stray decimal point was responsible for the error. The 292,500 w are herewith restored with apologies.]

* * *

Kill The Umpire

EDITOR:

. . . A serious protest is brewing in the sales, promotion and other departments of WLS against the tactics of Station Manager Glenn Q. Snyder.

The said Snyder appointed himself umpire and final and complete arbiter of a softball game played last Friday between the men and women of *Prairie Farmer*-WLS. He was heard to say in swift succession: "Batter up, ball one, two, three, four, take your walk" before the male team's pitcher had even thrown the ball. On occasions when the men were at bat, he is reported to have called a man out for merely stepping to the plate, bat in hand . . .

It is further alleged that the said umpire stepped out from behind the screen long enough to catch a foul fly ball hit by a male batter, and then and there called the man batter out.

We felt your publication would wish to know of this possible trouble brewing in an old, established radio station.

John C. Drake
An innocent bystander
WLS Chicago

[EDITOR'S NOTE: Glenn Q. (for Querulous) Snyder, comes naturally by his umpiring talents. He used to be a rhubarb grower in Nebraska.]

* * *

Available

EDITOR:

Mr. [Julian M.] Kaufman's article's, "Tips on TV Operation in City of Medium Size," [B•T, Sept. 8] reveals comprehensively the problems that each new TV station will meet some day.

However, there is one salvation to the problems of [finding] experienced personnel. Why is it that stations are not aware of the few good television production schools in this country? Why is it that the capable directors, cam-

(Continued on page 20)

the WHLI long island story

TO COVER LONG ISLAND YOU NEED WHLI

THE BIG BOOMING NASSAU COUNTY MARKET

POPULATION		830,000	103% increase since 1940
NET INCOME	Total	$1,607,000,000	Greater than 15 States
	per family	$ 7,791	Ranks 2nd among U. S. Counties
RETAIL SALES		$ 794,860,000	Greater than 12 States
Food Store sales		$ 246,000,000	Ranks 16th among U. S. Counties
Auto Store sales		$ 134,850,000	Ranks 25th among U. S. Counties
Household, etc., sales		$ 45,629,000	Ranks 19th among U. S. Counties
PASSENGER CAR REGISTRATIONS (MAY 1952)			260,863 cars (1.3 cars per family)

ONE STATION . . . WHLI . . . WITH STRONG LOCAL PROGRAMMING DELIVERS MORE LISTENERS DURING THE DAY IN THE MAJOR LONG ISLAND MARKET, AND AT A LOWER COST PER THOUSAND THAN ANY NETWORK STATION OR MORE THAN ALL OTHERS COMBINED!

DATA SOURCES:
Sales Management Survey of Buying Power, May 1952
Conlan Study of Listening Habits, Feb. 1952

REPRESENTED BY RAMBEAU

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
PAUL GODOFSKY, President
the voice of long island

"Top Spot"

in Wisconsin SPORTS Broadcasting*

- MARQUETTE UNIVERSITY FOOTBALL *Exclusive!*
- MILWAUKEE BREWERS BASEBALL *Exclusive!*
- MILWAUKEE HAWKS BASKETBALL *Exclusive!*
- WISCONSIN UNIVERSITY BASKETBALL *Exclusive!*

NOW . . *exclusive in Milwaukee* **All-**

GREEN BAY PACKER FOOTBALL GAMES!

● This year thirty-eight Wisconsin, Michigan, Minnesota and Iowa radio stations chose for their home town audiences the exclusive play-by-play reports of the Green Bay Packer Football games originated by WEMP's Earl Gillespie.

These alert station managers know that their listeners will applaud the fresh vigorous exhuberant style which has projected WEMP to the top in Wisconsin sports broadcasting.

Just another reason why WEMP is your best *round-the-clock* Milwaukee radio buy. Dollar-wise, statistics show you get 2½ times more audience on WEMP than any Milwaukee network station.

Get the facts before you buy . . . call, write or wire collect your nearest Headley-Reed office or WEMP, Milwaukee 3, Wisconsin.

*Sorry, none of these sports broadcasts are for sale. All are sponsored by Miller Brewing Co., brewers of Miller High Life Beer, except the University of Wisconsin Basketball games which was renewed again this year by Loewi and Co., Wisconsin Investment securities firm. All adjacencies are sold, too.

COMPLETE COVERAGE—ALL MAJOR MILWAUKEE AND WISCONSIN SPORTS . . .

WEMP

AM-FM 24 HRS. • MUSIC • NEWS • SPORTS
1340 K. C. • MILWAUKEE

Triple-Threat Sales Force

Now Available

With its new afternoon "Pattern for Pleasure," WRC offers *three* good reasons for the advertiser to include Washington's first radio station on his fall spot schedule. These two hours of live entertainment, Monday through Friday, feature three of Washington's most popular air personalities.

NANCY OSGOOD
12:15-12:45 p.m.

. . . News and interviews, for and about women. . . .

BILL HERSON
12:45-1:45 p.m.

. . . Recorded and live music by WRC's well-known morning man. . . .

GENE ARCHER
1:45-2:15 p.m.

. . . Washington's favorite baritone, accompanied by the Cliff Quartet. . . .

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC
Represented by NBC Spot Sales

feature of the week

PRIMING for another edition of 'Meat Magic' are (l to r) Mr. Levy, Miss Martin, Mr. Chaney and Jack Burke, of WBAL-TV's sales staff.

* * *

A FIVE-MINUTE participation on WBAL-TV Baltimore's *Mollie Martin's Feminine Fair* has produced results which the sponsor himself describes as phenomenal.

The brief segment — entitled "Meat Magic"—is sponsored by Edward A. Levy, president, Eddie's Super Markets Inc.

Once a week, Pat Chaney, representing the food chain, appears on Mollie Martin's program and demonstrates the most efficient, practical method to cut up any given piece of meat. One week it's ham, another week turkey or lamb.

Supplementing the on-the-air demonstration, a meat cutting chart is prepared for each program and may be obtained by viewers simply by writing Mollie Martin.

Commenting on the sales impact, Mr. Levy told Mollie Martin, "Even though our show is only a five minute presentation, taking place once a week, the results have been phenomenal.

"We have received many letters from enthusiastic housewives commending us on the educational values passed along to them through 'Meat Magic.'

"Recent sales promotions featuring meat and poultry items featured on 'Meat Magic' have shown increases up to 150%. This surpasses by far any other promotions heretofore recorded in our organization.

"Eddie's Super Markets are extremely elated with the results and reactions received through the presentation of 'Meat Magic' as a part of *Feminine Fair* and are of the opinion that the results will be even greater in the weeks to come."

strictly business

PETER M. ROBECK, general manager of Consolidated Television Sales, Los Angeles and New York, doesn't claim to be a master-mind, but he is firmly convinced "live" television programming is in danger of pricing itself out of existence.

It's his belief the real future of TV programming lies in top-notch films, sold and distributed at the local or regional level.

Mr. Robeck finds advertisers becoming increasingly "economy minded" and "double-checking to make sure that every cent of their advertising dollar is put to the best possible use."

"The day is past when a national advertiser is willing to buy television or radio time in cities where he has no sales problem or distribution of product," Mr. Robeck says. "This he must frequently do when buying a 'live' network production.

"On the other hand, local and regional sponsors, particularly those whose product has a national competitor, have come to realize that in order to buck the competition, they must advertise in as equally an effective, if not more so, manner than the competition."

Mr. ROBECK
. . . TV future in films?

Mr. Robeck believes a filmed syndicated TV program supplies the answer in all cases and maintains that the trend in the past few years has been in that direction, because:

"It offers the national advertiser

(Continued on page 42)

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily 'round the clock

WSRS

● "The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK

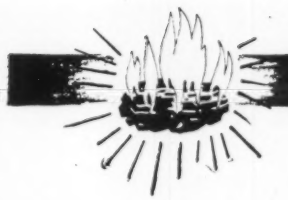
On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

COAL INDUSTRY ACHIEVES SAFEST MONTH ON RECORD.

The U. S. Bureau of Mines recently announced that a new all-time safety mark has been established by America's coal industry. The month of May, 1952, saw fewer fatalities than any previous month on record. From January to July, 1952, the coal industry's effective safety program has bettered the safety mark by 11.5% over the same period of a year ago.

NEW U.S. ATOM PLANT MAY USE EIGHT MILLION TONS OF COAL A YEAR.

The Atomic Energy Commission has selected a site near Portsmouth, Ohio, for a new 1.2-billion-dollar gaseous diffusion plant to make explosive Uranium 235. The plant will have twice the capacity of the Oak Ridge (Tenn.) installation. Several huge generating stations will be built to serve the new atom plant. It is estimated that it will take eight million tons of coal a year to supply the needed electric power.

COAL MAY BE MAJOR POWER SOURCE IN EXPANDING TITANIUM PRODUCTION.

Titanium has suddenly become a vital metal, especially to the nation's jet aircraft program. Its properties of lightness and extreme toughness make it especially suitable to replace aluminum—which softens at the extreme temperatures caused by air friction at supersonic speeds. But at the present, there is not nearly enough titanium. The yearly production is only about 1,400 pounds. To expand titanium production, a plan is being considered that requires great amounts of electric power. If this plan is put into effect, additional huge tonnages of coal will be required by the electric utilities to meet this new demand.

COAL DERIVATIVES PLAY LEADING ROLE IN GROWING CHEMICAL INDUSTRY.

Expansion plans for the nation's chemical industry represent production goals four to five times larger than would be undertaken in normal times . . . so says Dr. George Holbrook, head of the National Production Authority's chemical division. By the beginning of 1955, America's capacity to produce certain chemicals vital to defense is expected to be 50% greater than it was in January of 1951. Coal is a basic source of many of these chemicals, and, as this expansion program continues, coal will become increasingly important as one of the nation's vital raw materials of industrial chemistry.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

XUM

Open Mike

(Continued from page 16)

eramen, producers, writers and other technical experts who are now, or have been graduated from these highly versatile production schools are overlooked? . . .

That is one more sad commentary on the "Big Freeze"—those who had the talent and experience to direct, create and produce were stopped cold because there was no place for them to go. That is why thousands who had fresh ability to produce shows have bided their time until now, or have gone on to other fields of endeavor. I haven't made up my mind yet.

Raymond Maurine
Former Writer
WTAC Flint, Mich.

* * *

All in The Head

EDITOR:

The FCC has rules that prevent the broadcasting of an unlicensed radio station, but do they cover such things as license when it comes to "mental" communication?

Our "Lady in Blue," Anne Lawrence, received the following in a letter from a fan: ". . . there is something I can't wait to ask you. Would it be all right for me to communicate with you mentally? Would you permit my kissing you mentally? . . .

Perhaps we should ask the Commission for permission?

Bernard M. Dabney Jr.
WBGE Atlanta, Ga.

* * *

Cancer Drive

EDITOR:

On Sept. 1 you ran a story on page 81 regarding the radio-television contribution to the D. C. Cancer Crusade. I think this was a wonderful job, but as chairman of the public relations committee of the San Diego Cancer Society drive, I am particularly proud of what San Diego radio and television did. We contributed 3,202 radio and television spot announcements and special programs. This included a half-hour tumor clinic, using honest-to-goodness patients and honest-to-goodness doctors; the first of its kind ever presented on television, we are told.

Howard Chernoff
General Manager
KFMB San Diego, Calif.

* * *

Why Help Competition?

EDITOR:

Although I am not acquainted with Frank McIntyre of KLIX [Twin Falls, Ida.], his reaction to BAB suggestion that stations use newspaper space strikes me as a good one [OPEN MIKE, Sept. 15].

I enjoy good, clean competition with the Niagara Falls *Evening Review*. Some people are critical that they don't print radio listings, but I respect and admire them. However, I have no cause to spend money with them. As far as Niagara Falls is concerned, we have ample promotion facilities of our own. . . .

B. Howard Bedford
President
CHVC Niagara Falls, Ont.

* * *

Wrong Killer

EDITOR:

Your story on the Stow, Mass., tax on TV sets [B•T, Sept. 15] states that the Pennsylvania Liquor Board tax on TV taverns was "killed by a state court."

Not so. The Pennsylvania Supreme Court upheld the tax. The legislature repealed it.

John W. Willis
Washington, D. C.

* * *

Money's Worth

EDITOR:

After several months of subscribing to BROADCASTING • TELECASTING, I feel confident that I have not been away from the radio-TV industry since my entry into the United States Air Force. Your magazine has done a wonderful service to radio men everywhere. All the latest developments are reported with a factual basis, the editorials are thought provoking, and generally, being away from actual radio-TV work is made easier by your terrific publication. Best seven bucks I ever spent.

Louis M. Sirota
664th AC&W Squadron
Bellefontaine, Ohio

* * *

Palsy Walsy

EDITOR:

As one of the industry may I be permitted to air my favorite gripe. It is directed to the disc jockey who, when referring to a band leader, musician or vocalist, insists on calling them by their first names, as if he was on real intimate terms with the party.

I am particularly referring to the all night jocks, the gabby kind, or the kind that conduct interviews etc. This type usually chatters 30 minutes before and after each three minute record. . . .

George R. Turpin
George R. Turpin & Assoc.
Fort Worth

KRNT Donation

KRNT-AM-FM Des Moines has donated its old FM tower and antenna to the Des Moines public schools system for use by Technical High School which operates KDPS (FM) Des Moines. KRNT is now using its new 709-ft. downtown tower for FM broadcasting.

THE COMPLETE ADVERTISING PLAN . . .

"As Advertised on WGN"

Now available to manufacturers of products sold in grocery stores

An agreement with IGA and their 1,369 stores in WGN's 25%-100% 1949 BMB Coverage Area offers qualifying advertisers top merchandising assistance—including newspaper advertising and point of purchase displays.

Get the most out of your advertising—contact your WGN representative for details as to how you can participate in the COMPLETE ADVERTISING PLAN—"As Advertised on WGN."

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

Do You Like Our Kind Of Life...

OR *THIS?*

"While few realize it, the future of our kind of life is involved in the kind of communications policies we have. All over the world, the avenues of communications are in the hands of the state. Only in the United States do we have a free, privately owned system. We want to keep it that way."

— *An official statement by Senator Ernest W. McFarland, Chairman Senate Communications Subcommittee, Senate Interstate and Foreign Commerce Committee, and Majority Leader.*

TODAY, America has the largest, most modern and most efficient independent telegraph system on earth—Western Union. It *is* still "free, private." It *can* be "kept that way"—by *your support.*

And it is to your own interest to keep it that way. Why? Because the *first step* of dictators is to get control of public thought and action *by seizing the communications systems.*

There is no danger that America's great telegraph system will fall prey to state ownership so long as it remains useful to the public, dynamic in growth and profitable to its thousands of private owners—most of them small, thrifty shareholders who believe in the American Way—the "free enterprise" way.

Western Union in the past seven years *alone* has invested over $100,000,000 of *private* capital in new mechanized equipment. This step has greatly improved the speed, accuracy and dependability of telegraphic communications in America. More than 40,000 highly trained, courteous Western Union workers are ready to serve you in thousands of Western Union offices throughout the country.

WESTERN UNION

NORTH CAROLINA is
the South's No. 1 STATE

North Carolina's
NumberONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF
also WPTF FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM
AND EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE
R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 43, No. 12 SEPTEMBER 22, 1952

JONES RESIGNS FCC

Massing Is Possible Successor

ROBERT F. JONES, militant minority member of the FCC, last Friday tendered his resignation to President Truman to return to private practice of law. He will join the law firm of Arthur W. Scharfeld in Washington.

A name that arose spontaneously in the wake of Mr. Jones' resignation was that of William P. Massing, assistant secretary of the Commission and a staff executive for two decades. Until the recent staff reorganization he had headed the License Division of the full Commission. He is a graduate accountant.

Mr. Massing is a native of Indiana and a Democrat. His appointment, it is thought, would be generally applauded. Because of his long stewardship with the FCC and its predecessor, Federal Radio Commission, he is one of the best-known officials in government. He has made many friends and no known enemies.

It was learned that Mr. Massing's name is before President Truman — having reached his desk almost coincident with Mr. Jones' resignation last Friday. Whether Mr. Massing—a career official—would accept the appointment if proffered, could not be ascertained. Although only 58, he is already eligible for retirement at his option. As a Commissioner he would continue to retain civil service status for retirement purposes.

Terminating five years as a member of the FCC, Mr. Jones will become a partner of the law firm. Mr. Scharfeld, president of the Federal Communications Bar Assn., announced that the firm name will be changed to Scharfeld, Jones and Baron. Theodore Baron, former FCC attorney, has been with the firm since 1948.

Formal word of Mr. Jones' resignation came following a visit Friday morning to the White House at which time he presented his resignation to President Truman. His letter of resignation follows:

I hereby tender my resignation as a member of the Federal Communications Commission effective immediately.

I want to thank you again for the opportunity which you gave me to serve on this important commission of the federal government. I have found a great deal of pleasure in adding this experience to my years of public service. I am grateful to have participated as a Commissioner in the development of administrative law which is playing so important a part in the everyday life of the American people.

WILLIAM P. MASSING
. . . at informal gathering last week

ROBERT F. JONES
. . . joins law firm

Comr. Jones made a "back door" visit to the White House. Following custom, it is expected that the White House shortly will release the President's letter accepting the resignation.

He is the first commissioner to resign since the McFarland Act amendments were adopted last July. The Act carries a proviso barring members of the Commission from practice before that agency for a year following termination of tenure, but this provision does not apply to Comr. Jones since he resigns within a year of enactment of the new proviso. There is a specific exemption in that instance and where a commissioner has served the full term for which he had been appointed.

Comr. Jones, who served 10 years in Congress from the Lima, Ohio, district, several times in the past couple of years has contemplated leaving the Commission to engage in private law practice. He was in the forefront of the color television fight, and was the lone overall dissenter from the Final Television Allocations Report (Sixth Report) which brought about the lifting of the freeze last July.

Although Comr. Jones is one of the three Republican members of the seven-man agency, the President is not necessarily bound to appoint a Republican as his replacement. The law specifies that not more than four members of the Commission shall be of the same political faith. There are now three Democrats (Walker, chairman; Hennock and Bartley); three Republicans (Hyde, vice chairman; Sterling and Mr. Jones) and one Independent, Webster. Hence the

(Continued on page 82)

LATE FALL STIR

Eight Sponsors Seek Time, Shows

By FLORENCE SMALL

LAST WEEK saw a belated stir of behind-the-scenes action, with eight advertisers maneuvering for suitable time and programs to meet starting dates for the fall campaign.

Although talent and program factors are reckonable in some cases, a BROADCASTING • TELECASTING spot check indicates scarcity of acceptable time periods is a major block among five aspirants for network representation. The three others are jockeying for spot availabilities.

Cannon Mills Inc. (Cannon towels), for example, which first sponsored a portion of the *Kate Smith Show* on NBC-TV and then switched to its own TV program, *Give and Take*, until the end of the season, now is seeking another TV show. Client representatives confide, however, that the issue could be settled if a suitable time slot were opened. The advertiser continues to sponsor *Give and Take* on NBC radio. Young & Rubicam, New York, is the agency.

Falstaff Brewing Corp., St. Louis (Falstaff beer), whose Mutual baseball *Game of the Day* will conclude this month, is considering sponsoring three quarter-hours on the same network with a western-music show.

Continue Spots

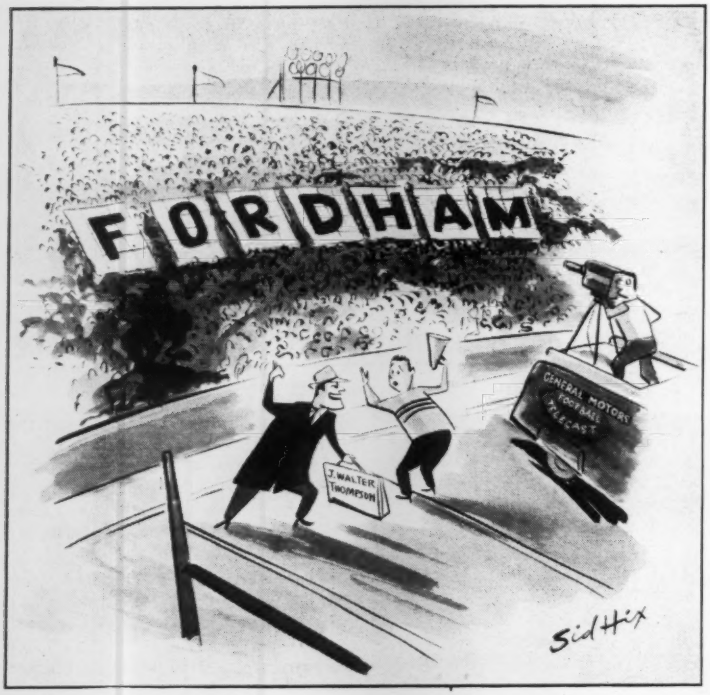
The brewers will continue sponsoring television spots in about 16 markets. It also has just bought *China Smith* to replace *Dangerous Assignment* in seven of these markets with starting dates in September and October. As for the firm's spring baseball plans, renewal will hinge on the major league ball clubs' decision on rights. Dancer-Fitzgerald-Sample, New York, handles the account.

General Foods, New York (Jell-O), currently sponsoring a portion of *Today*, morning NBC-TV show, plus heavy local radio, still is negotiating with Bob Hope for a daytime radio show, with a decision expected next month.

Meanwhile, Jell-O, which sponsored *Young Mr. Bobbin* on NBC-TV last season, still is considering another TV show of its own, but no acceptable network time has opened. Young & Rubicam, New York, is the agency.

Pontiac Cars through McManus, John & Adams, Detroit, after considering fight telecasts, has decided to sponsor Herman Hickman in a quarter-hour sports roundup following the NCAA football games Saturdays on NBC-TV. The NCAA games are sponsored by General

(Continued on page 101)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's worth $10 if you'll kill the 'ham'."

RECRUITING

Army, Air Force Name D-F-S

EXTENSIVE production facilities of Dancer-Fitzgerald-Sample Inc. will be utilized for radio, TV and other media advertising programs on behalf of Air Force and Army recruiting effective Oct. 1.

The two departments last Monday jointly announced the appointment of the agency to handle their $1 million recruitment advertising until the end of fiscal 1953.

Dancer - Fitzgerald - Sample consistently has been among the top advertising agencies in domestic billings, including radio and television network expenditures. In 1951 it reported combined radio-TV expenditures of $968,290 for gross time.

It was one of 22 eligible agencies which competed for the account and one of six finalists whose names were placed before a joint Air Force-Army selection board. Only those organizations — about 90— with annual domestic billings of $5 million were eligible [B•T, Aug. 18, 4].

Present Contract to Oct. 1

It was understood that the other finalists were N. W. Ayer & Son, Ruthrauff & Ryan, Grant Adv. Inc., McCann-Erickson and Calkins-Holden, Carlock, McClinton & Smith. Grant has serviced the account since January 1950. Its present contract expired Oct. 1.

In announcing the appointment, recruiting authorities stressed they felt the choice of D-F-S was not guided, necessarily by determination of "the best agency" but the one they felt could provide the supplies and services best suited to the service account. The agency's New York office will service the program. The contract provides for re-appointment after next July 1.

An advertising program will be developed in the next few months, with the $1 million to be obligated early next year. Radio-TV will derive its fair slice of the recruitment melon, as it has in the past, and will be asked to contribute public service time on the side because of the limited funds. Recruiting authorities hope to enlist the support of NARTB and newspaper trade associations as well.

Spot Campaign

A series of radio-television spot campaigns have been underway since last spring, as prepared by Grant Advertising, with messages designed to spur aviation cadet enlistments. Congress has practically outlawed lavish expenditures for network shows and otherwise attached recruiting monies. As a result, military officials the past year have called for directionalized drives, with heavy emphasis on spot announcements, mostly radio.

It was held the 83d Congress may be asked to allot more funds early next year in the form of a supplementary appropriation to cover air cadet, WAC and nurse enlistment drives. In general, however, the account is viewed more as a public service prestige-builder than as a profitable one for the agency handling it.

PROGRESSIVES

Still Badger Stations

BROADCAST stations continued to be harassed last week by letters from the Progressive Party which threatened FCC reprisals unless it received equal time with the major political parties.

North Carolina broadcasters received a ruling from the State Board of Elections informing them that the Progressive Party "is not a legally qualified political party in this state." The ruling was made in a letter from R. C. Maxwell, executive secretary of the board, to E. J. Gluck, WSOC Charlotte.

WMRY New Orleans informed the party it has not carried acceptance speeches of any candidate and does not intend to do so. Mort Silverman, of WMRY, wrote C. B. Baldwin, secretary and campaign manager of the party, that the station "would appreciate it greatly if you would stop annoying us with your uncalled for communications."

P&G APPOINTS

Two to Radio-TV Posts

GAIL SMITH has been named associate manager of Procter & Gamble's advertising production division. He will supervise radio-TV and other media activities, the company announced Thursday. Appointment is effective today (Monday).

Simultaneously, appointment of W. F. Craig as television director of Procter & Gamble Productions Inc., effective today, was announced by P&G. W. M. Ramsey, radio director, continues to handle daytime-nighttime radio programming for the production subsidiary.

NBC TANDEM PLAN

Emerson Drug First Client

SIGNING of Emerson Drug Co. as the first participating sponsor of NBC radio's three Tandem Plan programs this fall was announced last Thursday by John K. Herbert, NBC vice president in charge of radio and TV network sales.

To be used by Emerson to promote its Bromo-Seltzer, the three programs are: *Red Skelton Show* (Tues., 8:30-9 p.m.) ; *Barrie Craig, Confidential Investigator* (Wed., 10-10:30 p.m.) ; *Judy Canova Show* (Thurs., 10-10:30 p.m.). Agency is Lennen & Mitchell, New York.

Spanish Programming

USE of Spanish-language radio by 80 national accounts to reach more than three million Mexican-Americans in Arizona, California, New Mexico and Texas was reported last week by National Time Sales, New York, station representative firm specializing in the Spanish-speaking market. Advertisers included Procter & Gamble Co., Colgate - Palmolive - Peet Co., American Tobacco Co., R. J. Reynolds Tobacco Co. and Sterling Drug Co. Inc.

WBS PROMOTES

Friedheim, Weis, Lawrence

PROMOTIONS of Robert W. Friedheim, general manager of World Broadcasting System Inc., to vice president, Pierre Weis to general manager and Richard Lawrence to sales manager were to be announced yesterday (Sunday) by John L. Sinn, president. Mr. Weis and Mr. Lawrence formerly were sales manager and assistant sales manager, respectively.

Mr. Friedheim

Mr. Friedheim will coordinate various Ziv activities as manager of the New York office in addition to his duties with World. (Ziv Television Programs and World Broadcasting are subsidiaries of the Frederic W. Ziv Co.)

In his new post, Mr. Friedheim will assume part of the responsibilities formerly handled by Herbert Gordon, who recently was transferred to Hollywood. A veteran of 25 years in radio, Mr. Friedheim joined World in 1948 and was appointed general manager last year. Previously, he had served with NBC 15 years, resigning as director of NBC's Radio-Recording Division to join World.

Mr. Weis, a native of Paris, France, joined World in June 1951, as sales manager. He previously was general manager of Lang-Worth Feature programs. During World War II, Mr. Weis served with the French army as a lieutenant until France surrendered, then escaped to Africa and made his way to the U. S. He joined the U. S. Army as a private, later becoming a second lieutenant in the Transportation Corps.

Mr. Weis

Mr. Lawrence

Before joining WBS in July 1950, Mr. Lawrence was sales manager and account executive with WVNJ Newark three years. Previously, he worked several years for Davidson-Lawrence, package program producers.

K-F May Expand

KAISER-FRAZER Dealer Assn., through William H. Weintraub & Co., New York, has sponsored a quarter-hour *Night Editor* in six key eastern cities since Sept. 9 with such favorable response that the firm is considering extension of the one man presentation show in other markets.

FIRST COMMERCIAL UHF

KPTV (TV) Portland, Ore., on Air

By EARL B. ABRAMS

MONTHS ahead of all expectations, the first commercial uhf TV signal was scheduled to go out into the ether Saturday from KPTV (TV) Portland, Ore.

This also will be the first TV service in that northwest city.

Station put its Channel 27 transmitter on the air within minutes after it received word Thursday that the FCC had granted its request for permission to operate commercially on an interim basis.

KPTV is owned by Empire Coil Co., New Rochelle, N. Y., electronics parts manufacturer. Herbert Mayer is president. Empire Coil is the licensee of WXEL (TV) Cleveland (which began operation in 1949) and holds a construction permit for a uhf station in Denver.

Mr. Mayer

The company also applied for St. Petersburg-Tampa, Fla., and for San Juan, P. R. Those applications were withdrawn recently.

Ability to get on the air so quickly—station received its CP July 11—is attributed to the purchase of the 2½-year-old RCA Bridgeport experimental uhf TV station last month [B•T, Sept. 1].

Bridgeport 1-kw station was dismantled Aug. 25, shipped by fast freight and truck to Portland, and reassembled by the same RCA engineers who operated the plant in the East. All parts were coded and a day and night shift of workers aided in its installation which was completed Sept. 11.

Special RCA Victor 21-gain antenna was expressed from Camden Sept. 6, arrived in Portland Sept. 11 and was installed that evening. Two hundred-and-fifty ft. tower was begun Sept. 9 and completed Sept. 11, in time to receive the antenna.

Claims Viewers' Calls

Although Mr. Mayer admitted that he had no idea of the number of TV sets in Portland capable of picking up his 17.6 kw signal, he said that calls from viewers began to come in last Thursday.

A special BROADCASTING • TELECASTING check of major receiver manufacturers indicated that all were rushing complete TV sets to the Portland market. Most were also sending in uhf strips so that turret tuners could be adapted for the uhf channel.

Only sponsor signed for the KPTV inauguration was RCA, Mr. Mayer acknowledged. He reported that he had "a stack" of requests for time and spot sales, but that as of Thursday he had no idea of schedule or availabilities.

Opening day's gala program was due to begin with a reception and luncheon at Portland's Multnomah Hotel, to be followed by a visit to the city-owned Council Crest Park site in the western hills of the Columbia River metropolis. First regular program was due to start at 4:30 p.m., with guests viewing the telecasts at the Benson Hotel. Notables were to include state and city officials.

Mr. Mayer was scheduled to lead off the first telecast. He was to be followed by the RCA-sponsored film of the Bridgeport experimental uhf operation. Following the film, KPTV was scheduled to be hooked into the NBC-TV network for *All Star Revue* and *Show of Shows*, First day on the air was due to end at 7:30 p.m.

Regular, full-scale programming is scheduled to begin Oct. 1 with the World Series, Mr. Mayer said. Until then the station will be on a test basis, although programs will be telecast one or two hours each night, he said.

Station is putting an 87 dbu signal over the entire city of Portland, Mr. Mayer reported, with the 1-kw transmitter and 17.6 kw effective radiated power. It is also putting a Grade A signal (74 dbu) into the adjacent cities of Vancouver, Wash.; St. Helens and Oregon City, Ore.; and a Grade B signal (64 dbu) into Salem, Ore., and Longview, Wash.

KPTV's CP calls for an effective radiated power of 87.9 kw. In his request for the STA, Mr. Mayer reported that delivery of a 5-kw uhf transmitter was not promised until November 1953. He also stated that the visual modulation monitor was promised for February 1953, but that aural modulation monitor and visual and aural frequency monitors were due to be delivered in 30 days.

In his application for the STA, Mr. Mayer stated he intended to operate for an interim period with network feeds and local film shows only, pending completion of studio facilities in downtown Portland at 735 S. W. 20th Place.

AT&T coaxial cable runs from Sacramento to Portland, where TV signals are transposed to microwave facilities for the 150-mile hop to Seattle.

Transmitter is at the north end of Council Crest Park, located in the western hills of Portland. The 14-bay antenna is 1,023 ft. above average terrain and more than 1,300 ft. above sea level.

There has been some talk in Portland of the city erecting a 700-ft. tower at the KPTV site so that all TV stations can be located at that point, but nothing definite has yet taken place.

The site is near the KOIN antenna and field measurements were necessary to insure that no interference would be caused to that station's directional radiation pattern.

Work Continues

Transmitter went into the shell of the transmitter building when it arrived earlier this month. Work is continuing to finish the cinder-block housing, both structurally and with power and water facilities.

As to uhf TV receivers, most manufacturers were humping to get enough stock in the hands of their distributors and dealers. Only problem seems to be that upsweep in TV sales in recent months has necessitated quotas for all distributors, and set makers are unsure they can get enough sets into Portland to meet demand.

RCA Victor planned to have

(Continued on page 82)

SRTS LIBRARY

Stations Assured on Licenses

ASSURANCE that stations with performing rights licenses may broadcast any transcriptions purchased, as well as leased, from Standard Radio Transcription Services without need to worry about recording licenses (mechanical rights) has been given by Standard to its subscribing stations.

Standard's letter follows one sent Sept. 10 to all stations by Harry Fox, agent and trustee of some 450 music publishers for recording rights. He alleged that stations buying the Standard recordings outright will have to obtain "proper clearance of the mechanical and other rights involved from the owners and publishers thereof" before using these recordings on the air [B•T, Sept. 15].

Standard, which proposes to discontinue its monthly library releases and to sell outright to stations the collection of recordings it has amassed, on Sept. 12 wrote its subscriber stations that its counsel considers Mr. Fox's position "entirely groundless." Furthermore, Standard states, it "will defend any action brought by Mr. Fox or his clients against any radio station resulting from the purchase of our library."

Standard's letter, in full text reads:

"To all our subscribers:

"We understand that you have received a letter from Harry Fox regarding the purchase of our library transcriptions. Our counsel, Sydney Kaye of Rosenman, Goldmark, Colin & Kaye, advises us that Mr. Fox's position on behalf of his publishers is entirely groundless.

"We, therefore, repeat to you our complete assurance that transcriptions purchased from us may be used by you as long as you have performance licenses. Furthermore, we will defend any action brought by Mr. Fox, or his clients, against any radio station resulting from the purchase of our library."

Standard's Statement

Asked for an amplification of this message, to explain more fully the legal situation which might not be wholly clear to station operators and other non-legally trained persons, Standard issued the following statement to BROADCASTING • TELECASTING:

"Standard considers wholly unwarranted the implication contained in Mr. Fox's letter to stations dated Sept. 10, that use of transcriptions purchased from Standard will be subject to clearance by stations of mechanical or other rights. It has written to all of its customers agreeing to defend and protect them against any action brought by Mr. Fox or any of his publishers. Standard has no present contract with Mr. Fox. Its expired contract with Mr. Fox specifically reserved to Standard all of its rights under the Copyright Law. Even under the terms of the contract, Standard's right to sell as well as lease transcriptions to its customers was reserved. The right of Standard to press records in accordance with law is, therefore, beyond question.

"Beyond this, however, it is clear that stations are in no way involved. All that a broadcasting station needs in order to play a transcription is the right publicly to perform for profit the musical compositions embodied in the transcription. Stations have these rights under their contracts with music licensing organizations. The transcriptions which Standard is selling were legally made and are not infringing copies. Even if they were, the U. S. Circuit Court, as recently as May of this year, pointed out that 'one does not infringe a copyright by buying an infringing copy of the work,' and that, though it might be an infringement of copyright to sell certain recordings, it was not an infringement to buy or use them. (*Foreign & Domestic Music Corp.* v. *Light*). If Mr. Fox has a claim, therefore, which Standard vigorously denies, it is against Standard alone. Standard will not only meet such a claim, if it is made, but it will stand behind and indemnify the purchasers of its transcriptions to the fullest extent.

"Standard is not going out of business, and if Mr. Fox attempts to trouble or coerce any of its customers it will bring Mr. Fox to account by appropriate legal action."

RATE ACCEPTANCE

NBC, ABC Confident

COUNTING returns from their respective affiliates, NBC and ABC appeared confident last week that their new radio rate and discount structures [B•T, Sept. 15, 8] would win station acceptance and thereby put them back into competitive standing with CBS Radio, whose changes went into effect Aug. 25 and which on Friday reported signing of its last two holdouts, WGAR Cleveland and WJR Detroit.

NBC, a week and a convention ahead of ABC in the move to realign costs to advertisers, reported Thursday that it had received signed affiliation contract amendments from more than 75% of its affiliates and assurances from others to indicate acceptance would be virtually 100% complete. There were "no known holdouts," it was said.

Gets Some Returns

ABC, which put contract riders and letters explaining its plan into the mails to affiliates over the weekend of Sept. 12 (see text of ABC letter below) and outlined it orally to them in a conference call last Monday, was beginning to get scattered returns of signed amendments. Officials were optimistic that, even though ABC departed from NBC and CBS procedure by not holding a convention of affiliates first, acceptances would be substantially complete.

NBC, while not formally announcing a proposed effective date for its change, has been aiming at Sept. 29, and authorities said it would take effect on that date or very shortly thereafter. ABC's target is Oct. 1.

In expecting affiliate approval of their plans, both networks have relied heavily upon the fact of CBS Radio's already having taken the plunge, which they feel makes it essential for them to follow suit to regain "competitive status." Affiliates generally have appeared to accept this line of reasoning.

The same factor is expected to impel Mutual to adopt comparable changes, thus completing the cycle among the four national radio networks. MBS officials said they still were studying the problem last week. They indicated no definitive action may be taken before the network's Sept. 30 board meeting [B•T, Sept. 15].

CBS Radio, meanwhile, came to terms with the last two holdouts on its affiliates list—the Goodwill Stations' WGAR and WJR, which are known to have had unusually favorable arrangements for compensation from the network in the past—after negotiations dating from the day CBS Radio's new plan was given voice approval by affiliates at the rate meeting in Chicago Aug. 12. Both stations, whose present affiliation contracts expire Sept. 30, have renewed.

Their signing was announced in a joint statement by John F. Patt, president of Goodwill Stations, and Herbert V. Akerberg, CBS Radio vice president in charge of station relations. They said: "We have reached an entirely satisfactory arrangement and both stations have renewed their affiliations, which makes it 100% among CBS Radio affiliates."

It was understood the renewals were on an 11-month basis, in order to give both sides time for further negotiations toward regular renewals.

With some variances, the CBS Radio, NBC and ABC plans all follow the same pattern. Principal changes include: An average 25% reduction (through increased discounts rather than rate slashes) in the cost of evening time; increases in Monday-through-Friday daytime rates (with smaller increases in the actual cost to the advertiser in these segments); and 14 to 15% cutbacks in the network's compensation to affiliates.

CBS Radio also made reductions to put its Saturday and Sunday morning and afternoon rates on a uniform basis, while ABC proposed a cut in Saturday morning and Sunday afternoon time costs to achieve competitive status with the other networks.

Both CBS Radio and NBC plans involve 11.1% increases in Mon.-Fri. daytime rates to restore their 10% cuts of July 1951. But both are increasing discounts for these periods, so that the actual cost to advertisers will be up about 5.5%, morning and afternoon, in the case of CBS Radio and, in the case of NBC, by about 4%, morning only, with no change in afternoon time. ABC, which achieved the 1951 cutback by adjusting discounts rather than rates, is boosting Mon.-Fri. daytime rates 5% above the pre-1951 level but revising discounts so that only the morning costs will go up.

Unlike CBS Radio, both NBC and ABC came up with extensions of their respective "contiguous rate" plans, making it possible for a daytime advertiser, say, to get contiguous rate benefits on a program which he sponsors at night. In NBC's plan, however, the advertiser must sponsor a quarter-hour strip to get contiguous-rate credit for a program in the opposite portion of the broadcast day; under ABC's "vertical contiguity" plan, the programs need only be broadcast on the same day.

Programs of less than 15 minutes duration will not be eligible for contiguous rates under either the NBC or the ABC proposal. This represents a departure from ABC's present policy since five-minute strips in any part of the broadcast day will no longer qualify for continguous rates (present advestisers are excepted: Three Betty Crocker strips sponsored by General Mills, and Philco's five-minute evening strip).

ABC also pointed out that its present "horizontal contiguity" policy for evening periods—special benefits to advertisers buying at least 60 minutes of evening time in segments of at least 15 minutes each—will be continued. The network said Gulf Oil had renewed its John Daly program, originally placed as a summer show, "on a regular basis directly as a result of this policy."

ABC Annual Meets

While ABC decided against holding a convention of affiliates to explain the proposed changes to them—to a great extent, it was said, because officials felt the stations realized the moves by NBC and CBS made a comparable ABC move almost mandatory—the network's annual regional meetings with affiliates start shortly (first is Sept. 29). The new structure is expected to get a large spot on those agendas. Nevertheless, ABC asked its affiliates to put their signed contract revisions into the mail no later than last Friday.

First of the regional meetings is scheduled in Hollywood next Monday, when ABC President Robert E. Kintner and other top officials will meet with executives from Pacific and Mountain States affiliates. Slated to accompany President Kintner are Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles T. Ayres, vice president for the radio network, and Alfred R. Beckman, national director of the radio and TV station relations departments.

Additionally, James Connolly, vice president for the San Francisco Div., and William Phillipson, director of the Western Div., are expected to be on hand, along with Ted Oberfelder, director of owned radio stations, who has been conferring with Western Div. authorities for the past month.

Second regional meeting is slated for Oct. 15 in New York, and the third is tentatively set for Oct. 22, in Chicago. Three others will follow, to be held in Dallas, New Orleans, and probably Pinehurst, N. C., on dates not yet fixed.

STORER EXPLAINS

Committee Resignation

GEORGE B. STORER, president of Storer Broadcasting Co. and chairman of the CBS Radio Affiliates Committee, informed committee members last week that he had been forced to resign because of illness and an enforced leave of absence from all business activities.

Mr. Storer has taken a leading role in discussions between CBS affiliates and the network over radio rate procedure and has been credited with effective leadership in the negotiations.

Expressing gratitude to committee members for their cooperation in the proceedings, Mr. Storer said he has regained some degree of hearing following his illness but was forced to remain inactive for a time.

Some weeks ago he suffered a hemorrhage in the inner ear, attributed to nerve strain and overwork. About 25% of his hearing has returned, it is understood. The ear condition was not caused by flying in a non-pressurized plane, as originally reported, according to Mr. Storer's office.

FULL TEXT OF ABC LETTER TO AFFILIATES ON RATES

TEXT of letter sent by ABC, signed by Lee Jahncke, vice president and assistant to the president, to the network's radio affiliates explaining proposed rate and discount changes [B•T, Sept. 15; also see above]:

On Aug. 25, 1952, the Columbia Broadcasting System made adjustments in the rates of the CBS Radio Network which resulted in a reduction in costs to advertisers for evening time averaging about 25% and increases in the morning hours averaging about 5%. The overall effect was a reduction in revenue which necessitated a reduction in CBS station compensation of 15%.

The National Broadcasting Co. has just announced changes in the rate structure of its radio network of a comparable nature. It is understood that these changes will be made effective prior to Oct. 1, 1952. The necessary reduction in NBC station compensation will be 14%.

Over the past several months ABC has made an exhaustive study of radio rates. We have concluded that the present relationship of day and night rates is improper and we believe that rates are already below their proper value. In spite of these studies, the action of our two major competitors has forced us to the reluctant conclusion that we must take similar action in order to maintain our competitive position. With regret, we must seek your approval to make the rate changes effective Oct. 1, 1952, which are hereafter described.

The ABC plan will result in decreases to advertisers averaging about 25% in the evening and increases averaging about 5% in the morning. We propose to maintain the same net cost to advertisers in the afternoon. On Saturday mornings we propose a decrease to maintain a competitive position with CBS. On Sunday afternoon we propose decreases to effect a competitive position with the other three networks, which we

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TOA FORMS BATTLE LINES

To Fight 16mm Film Anti-Trust Suit

By J. FRANK BEATTY

OPERATORS of 10,000 U. S. theatres wound up a week-long convention in Washington determined to fight the government's anti-trust suit designed to compel sale of 16mm movies to TV stations.

They left the convention city with an eloquent plea still ringing in their ears—a plea by Mitchell Wolfson, operating WTVJ (TV) Miami and the Wometco theatre chain, that they apply for TV stations [see list of theatre TV owners, CP holders and applicants, B•T, Sept. 15].

Mr. Wolfson is retiring president of the exhibitors' trade association, Theatre Owners of America.

These theatre operators, openly resentful over TV's impact on the box office, spent much of last week working on ways to build up attendance. One method — theatre television—is still in the trial-and-error stage but Mr. Wolfson predicted it is "just around the corner."

Obviously caught off balance by the Dept. of Justice 16mm suit, TOA members limited their convention action to stormy criticism of the department and resentment over what they call the year's big mystery: Who inspired the suit?

TOA was notified by the Dept. of Justice that it will have a chance to state its case prior to entry of any consent decree. Survey of the TOA membership on its intervention procedure will start at once, Herman M. Levy, TOA general counsel, said Thursday. He reminded that consent decrees "are not overnight matters."

Eric Johnston, president of Motion Picture Assn. of America, addressing the Thursday banquet, predicted "a marriage of motion pictures and electronics."

RETIRING president of Theatre Owners of America, Mitchell Wolfson (Wometco Theatres, WTVJ (TV) Miami), greeted at TOA reception (l to r): Louis Wolfson, Media Adv. Agency, Miami; William P. Massing, FCC; William Graham, WPTR Albany, N. Y., and Schine Theatres; Judge Justin Miller, NARTB board chairman; President Wolfson, Marcus Cohn, Cohn & Marks, special TOA counsel.

* * *

"We are going to use television to sell pictures in the theatres," he said. "Some are already starting to do so with remarkable success. When this selling job is done intelligently, it can produce happy days at the boxoffice."

Mr. Johnston flatly told exhibitors the producing industry will make films for television. He claimed TV programs "will be predominantly on films, no matter who makes them. If we don't make them somebody else will. It's as simple as that. The constantly increasing market for films for television will provide an additional source of income for producers that will enable Hollywood to make even better pictures for theatrical exhibition."

Although he didn't discount TV as a competitive medium, Mr. Johnston called it "an evident falsehood" to predict TV will put motion pictures out of business. He said newspapers, radio, baseball and prize fights have been affected.

The recent Supreme Court censorship decision "was an important victory," he said, promising a continuing fight in legislatures and courts to eliminate censorship. Referring to the rash of litigation and government suits, he scoffed at those who see a "conspiracy" every time two or more people get together.

* * *

The new TOA president, Alfred Starr of Nashville, asked this question: "Why this insistence on films for television that have been made for the express purpose of exhibition in theatres? Why does not the television industry make its own films especially for telecasting, shorter films and special films made for a special medium?"

Mr. Starr called TV "just one more popular device for mass communication" and predicted the time will come when 2,000 or more TV stations, press, theatres, and radio work at their jobs "in harmony, all prospering mightily." Their sole enemy, he added, "will be that man or that force which attempts to harass or to shackle freedom of expression or freedom of speech." He cited the recent Supreme Court decision holding motion pictures to be within the free press and free speech guaranty of the First Amendment.

In an informal and unscheduled address Wednesday, Mr. Wolfson reviewed progress in theatre TV equipment. He said the Eidophor system of color TV for theatres, promoted by 20th Century-Fox, needed about a year of experimentation before it would be ready.

* * *

At that point he predicted that 20th Century-Fox would come up with a theatre TV program service when its Eidophor system is perfected.

In urging theatre operators to get TV stations he said, "I believe motion picture exhibitors can contribute much to television by participating as TV broadcasters. Many operators already have decided to apply. Not all will qualify because of competitive applications, but I think you'll see many theatre exhibitors operating TV stations.

"The American public and the FCC will find you trustworthy of this responsibility for you have been in the front during every public service in your community and will respond to an opportunity to provide the finest type of TV broadcast service. I hope the time is not far off when many of you join United Paramount, Wometco and other TV station operators."

TOA to Brief FCC

Marcus Cohn, of Cohn & Marks, special counsel to TOA for theatre TV, said the association is planning active participation in FCC theatre TV hearings starting Oct. 20. These cover technical and accounting phases. A thorough exhibit has been prepared, based on extensive preparation, he said. En banc hearings start Jan. 12.

The problem of censorship of theatre TV arose during the general discussion of the subject. Mark Chartrand, Wometco Theatres, suggested telecasts of Broadway productions to theatres might offend audiences around the country where moral standards are higher. It was pointed out that neither NARTB TV nor motion picture codes would apply to such theatre telecasts.

Robert O'Brien, United Paramount Theatres, speaking as chairman of the TOA Theatre Television

(Continued on page 38)

TOA PRESIDENT

Starr Succeeds Wolfson

ALFRED STARR of Nashville, was named president of Theatre Owners of America last week at TOA's Washington convention. He succeeds Mitchell Wolfson, WTVJ (TV) and Wometco Theatres, Miami.

Other officers elected were Walter Reade Jr., New Jersey, executive vice president and chairman of executive committee; E. D. Martin of Georgia, Patrick McGee of Colorado, John Rowley of Texas, Roy Cooper of California, and Myron Blank of Iowa, vice presidents; S. H. Fabian, New York, treasurer; Albert M. Pickus, Connecticut, secretary; Charles P. Skouras, re-elected board chairman; Mr. Wolfson and M. A. Lightman Sr., named finance committee co-chairmen; Herman M. Levy, named general counsel.

No successor was elected for Gael Sullivan, executive director, who resigned. Other officers will absorb duties, including Mr. Levy, and Dick Pitts, public relations chief.

BROADCASTERS represented at Theatre Owners convention reception included (left photo, l to r): Earl S. Gammons, CBS Washington; FCC Chairman Paul Walker; Loyd C. Sigmon, KMPC Los Angeles. Right, Stuart L. Bailey, Jansky & Bailey; FCC Comr. Edward M. Webster; John J. Laux, WSTV Steubenville.

WHO'S RESPONSIBLE? 'Morals' Group Asks

WHO is ultimately responsible for radio and TV programs? The sponsor, the advertising agency, the producer, the network or the local broadcaster?

The House Commerce subcommittee, investigating "immoral and offensive" programs [B•T, June 9 et seq.], seemed to be seeking answers to these questions, as it resumed hearings last week in Washington.

Networks Heard

Committee, under the chairmanship of Rep. Oren Harris (D-Ark.), heard NARTB and ABC, MBS and DuMont network witnesses explain the working of the TV Code and how network continuity acceptance departments operate.

Hearings resume tomorrow and Wednesday in Room 1305, Federal Bldg., Foley Square in New York City. Scheduled to be heard are CBS-TV President Jack Van Volkenburg, NBC Vice President Charles R. Denny Jr. and National Television Film Council's Melvin Gold. An MBS official also is due to explain Mutual's policy on programs.

The committee, however, is hoping additional witnesses from advertising agencies, sponsors and program producers will volunteer testimony.

In a statement to reporters after the close of last week's hearing, Rep. Harris said:

"Agencies and others are invited to appear. It would be very helpful if they would come before the committee without being requested."

Mr. Harris said he thought agencies and sponsors are as "deeply involved" in the probe as networks and stations.

In questioning one witness, Mr. Harris observed: "Could there be a cartel relationship between the producer, the sponsor, the network and the local broadcaster? . . . At the least, there is a real close relationship among them."

At another point, he declared that the main question confronting the committee was the extent of the licensees' responsibility in their dealings with sponsors, networks and agencies.

He added: "To what extent has someone else moved in and taken over the responsibility of the licensee?"

Witnesses' testimony, emphasizing that the local broadcaster has the final authority in deciding what goes out over the air in his community, obviously did not satisfy Mr. Harris or other members of the committee present.

More Sessions in D. C.

Mr. Harris said that the question of subpoenaing witnesses would be examined by the committee after it completes another two-day session in Washington this Thursday and Friday. At that time, the committee is scheduled to hear representatives of the FCC, U. S. Brewers Foundation, American Civil Liberties Union, National Assn. of Catholic Men, and others.

Committee last week seemed impressed with charts furnished by Mrs. Geraldine B. Zorbaugh, ABC secretary and acting general attorney. Based on FBI Uniform Crime Reports, charts compared auto thefts, murders, assaults, etc. for 1946 through 1951 in 10 TV cities and 10 non-TV cities. The cities were chosen on the basis of equivalent populations, and showed that the crime rate had not increased in cities with TV.

Such statistics scotch the oft-repeated charge that juvenile delinquency can be blamed on TV crime and horror programs, Mrs. Zorbaugh pointed out.

The year 1946 was chosen because TV was not a factor then, she said. In 1951, TV had become established and could be shown to have an influence, she emphasized.

The charts showed:

Auto thefts declined from 5,448 in 1946 to 4,184 in 1951 in TV cities, and from 4,148 in 1946 to 3,728 in 1951 in non-TV cities.

Murders declined from 213 in 1946 to 161 in 1951 in TV cities; from 98 in 1946 to 45 in 1951 in non-TV cities.

Aggravated assaults declined from 2,423 in 1946 to 2,325 in 1951 in TV cities, but rose from 817 in 1946 to 844 in 1951 in non-TV cities.

Burglaries declined from 10,440 in 1946 to 9,772 in 1951 in TV cities, and from 9,736 in 1946 to 8,919 in 1951 in non-TV cities.

Robberies declined from 1,751 in 1946 to 1,294 in 1951 in TV cities, and from 1,303 in 1946 to 929 in 1951 in non-TV cities.

Cities used for the comparison were: With TV—New Haven, Columbus, Kansas City, Indianapolis, Schenectady, Greensboro, Nashville, Albuquerque, Charlotte, Phoenix. Without TV—Spokane, Portland, Ore.; Scranton, Denver, Roanoke, Va., Wilkes-Barre, Pa. Wichita, Duluth, Austin, Tex.; Peoria Ill.

Mrs. Zorbaugh also identified the dance which Rep. E. C. Gathings (D-Ark.), sponsor of the resolution calling for the investigation, complained about when he appeared before the subcommittee last June. He termed it a "hootchy-cootchy" dance. Mrs. Zorbaugh said it was a Haitian dance performed on the program *You Asked For It.*

She said the program receives about 1,000 letters per week and that less than .5% are critical. Not one letter objected to the dance sequence referred to by Rep. Gathings, she said.

Bulk of Mrs. Zorbaugh's testimony concerned the working of ABC's continuity acceptance department. Grace Johnsen, head of that department, accompanied her.

Among the items mentioned was the fact that of the 6,750 films reviewed by ABC, 186 were rejected entirely as unsuitable for broadcasting. Rejections were based on conflicts with ABC policy regarding violence, sacrilege, children's standards and stories or characters prejudicial to minority groups, Mrs. Zorbaugh said.

Minor deletions in some of the others made them suitable for telecasting, she told the committee.

DuMont Television Network Director Chris J. Witting urged that broadcasters be allowed to police themselves. He objected to any "unbending standards" to be applied to the "vastly diversified makeup of the American audience." He said broadcasters are aware of the nature of their responsibility and are capable of meeting the challenge.

One of the facts of telecasting that the committee must take into account, Mr. Witting said, was that of programming seven to 10 hours a day, seven days a week, 365 days a year.

Cites TV Code

Mr. Witting said the TV Code represented a "uniform and well considered skeleton of operation into which the individual operator fills the nebulous intangibles."

DuMont has received no mail complaining of immoral or offensive programs, Mr. Witting declared.

In answer to a question about offensive commercials, Mr. Witting said that DuMont has eliminated all direct selling.

Appeal to audience is not the only criterion, Mr. Witting told the committee members. He cited the low initial ratings for DuMont's *Johns Hopkins Science Review* and the Bishop Sheen talks and told how their audience popularity had risen to such an extent they were

(Continued on page 34)

CONFERRING before they individually testified before House Commerce subcommittee investigating "immoral and offensive" radio-TV programs were these first network witnesses last week in Washington: Chris J. Witting, director of DuMont Television Network, and Geraldine B. Zorbaugh, ABC secretary and acting general attorney.

MORAL climate of radio-TV programs is what these gentlemen, members of the House Commerce subcommittee, are probing. Last week in Washington they heard industry witnesses. They will reconvene this week in New York to continue their sessions. L to r: Reps. Homer Thornberry (D-Tex.), F. Ertel Carlyle (D-N.C.), Arthur G. Klein (D-N.Y.), Chairman Oren Harris (D-Ark.) and Harmar D. Denny Jr. (R-Pa.).

SEX CRIMES
Wertham Blames Radio, TV

WHILE broadcasting representatives were defending their media in congressional hearings in Washington (see adjoining story), television and radio, along with motion pictures and comic books, were blamed last week by Dr. Frederic Wertham of New York, internationally known psychiatrist, as contributing to an increase in sex crimes.

Dr. Wertham, first quoted in *The New York World-Telegram & Sun* as part of an anti-crime campaign, told BROADCASTING • TELECASTING that he considered comic books the worst offender of all in this respect. But he indicted television on two counts: It emphasizes "blood and thunder" too much, and it glorifies crime, giving young people the impression that "crime is not so bad after all."

He called television "a wonderful medium" and one that could assist immeasurably in raising the cultural standards of the world. He insisted he was not a foe of television, as had been reported, but a warm supporter when the medium is used for constructive ends.

Dr. Wertham deplored testimony before the House subcommittee, probing radio and television, by Geraldine Zorbaugh, ABC acting general attorney. He said he regretted that testimony by Mrs. Zorbaugh indicated that the TV industry was aligning itself with the comic book industry for a line of common defense. Dr. Wertham declared he could see nothing commendable about comic books though he realized the potential usefulness of television.

Like hard crabs go with beer

Low-cost results and W-I-T-H go together just like hard crabs go with beer. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

NETWORK BILLINGS

Conventions to Bolster July Slump

GROSS billings of the four radio and four TV networks in July fell more than $6 million below the June level. The July total does not include radio-TV time purchased by Admiral Corp., Philco Corp. and Westinghouse Electric Co. for the networks' coverage of the Republican and Democratic national conventions.

Gross time sales of the four nationwide radio networks in July totaled $9,538,394, against $12,-937.970 in June; gross TV network time sales aggregated $10,-351,177 in July, against $13,324,-972 in June, according to Publishers Information Bureau.

The bureau released its monthly summary of network broadcast advertising with the notation that data for the sponsored convention radio-TV coverage were not yet available.

While individual network time purchases of all advertisers except these three companies are correctly reported for July, the gross time charges (calculated on one-time rates, before discounts) for the convention broadcasts will certainly raise the July totals for both radio and TV much nearer the June figures. Care should be exercised in making any general comparisons of July with any other month until the amended totals are available.

Excluding the conventions, the July network picture reflects the summer season and the reduced billings traditional for that time of year. Procter & Gamble Co., for example, retains its position as the leading network timebuyer in both radio and TV (Tables I and IV). But its July radio network time purchases are down a half-million dollars and its TV network time purchases are off $300,000 compared to June [B•T, Aug. 11]. Each top ten list contains eight of the same advertisers

(Continued on page 38)

TABLE I

Top Ten Radio Network Advertisers, July 1952

1. Procter & Gamble Co.	$845,856
2. Miles Labs	532,349
3. General Mills	454,144
4. Gillette Co.	309,249
5. Sterling Drug	295,899
6. William Wrigley Jr. Co.	288,978
7. Colgate-Palmolive-Peet Co.	282,559
8. Lever Brothers Co.	264,532
9. American Home Products	263,436
10. General Foods Corp.	258,073

* * *

TABLE IV

Top Ten TV Network Advertisers for July 1952

1. Procter & Gamble Co.	$737,725
2. Colgate-Palmolive-Peet Co.	565,936
3. Lever Brothers Co.	544,146
4. R. J. Reynolds Tobacco Co.	498,305
5. General Foods Corp.	428,215
6. American Tobacco Co.	374,485
7. Liggett & Myers Tobacco Co.	349,280
8. General Mills Inc.	289,024
9. Kellogg Co.	272,350
10. Gillette Co.	269,390

TABLE II

Top Radio Network Advertisers by Product Groups for July 1952

Product Class	Advertiser	Gross Time Expenditures	Product Class	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$23,353	Industrial Materials	E. I. duPont de Nemours & Co.	12,907
Apparel, Footwear & Access.	Cannon Mills Co.	9,440	Insurance	Prudential Insurance Co. of America	121,468
Automotive, Auto, Access. & Equip.	General Motors Corp.	59,467	Political	Russell for President Hqrtrs.	10,182
Beer, Wines & Liquor	Falstaff Brewing Corp.	87,426	Publishing & Media	Time Inc.	25,074
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	66,125	Radios, TV Sets, Phonographs, Musical Instruments & Access.*	RCA	61,446
Confectionery & Soft Drinks	William Wrigley Jr. Co.	288,978	Retail Stories & Direct by Mail	Dr. Hiss Shoe Stores	2,688
Consumer Services	Credit Union National Assn.	55,000	Smoking Materials	P. Lorillard Co.	183,165
Drugs & Remedies	Miles Labs	532,349	Soaps, Cleansers & Polishes	Procter & Gamble Co.	607,715
Foods & Food Products	General Mills	447,175	Toiletries & Toilet Goods	Gillette Co.	309,249
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	94,745	Transportation, Hotels & Resorts	Assn. of American Railroads	57,512
Household Equipment & Supplies*	Philco Corp.	143,922	Miscellaneous	American Federation of Labor	98,169
Household Furnishings	Burton-Dixie Corp.	29,144			

*Subject to change when political convention coverage data are available.

* * *

TABLE III

Gross Radio Network Time Sales by Product Groups for July and First Seven Months of 1952 Compared to Same Period, 1951

Product Class	July 1952	Jan.-July 1952	July 1951	Jan.-July 1951	Product Class	July 1952	Jan.-July 1952	July 1951	Jan.-July 1951
Agriculture & Farming	$34,491	$407,907	$30,712	$380,219	Office Equip., Writing Supplies, Stationery & Access.	.....	361,557	.....	398,292
Apparel, Footwear & Access.	14,751	161,563	.....	491,497	Political	10,182	97,335	.....	.....
Automotive, Auto. Acess. & Equip.	195,521	2,239,884	226,590	2,558,290	Publishing & Media	48,048	468,298	37,529	204,172
Beer, Wine & Liquor	146,350	1,456,984	365,335	2,092,669	Radios*, TV Sets, Phonographs, Musical Instru. & Access.	107,419	866,574	236,181	1,535,475
Bldg. Materials, Equip. & Fixtures	87,259	570,932	107,681	816,118	Retail Stores and Direct by Mail	2,688	15,054	1,185	26,154
Confectionery & Soft Drinks	436,542	3,423,045	582,059	3,760,879	Smoking Materials	699,761	10,217,403	1,374,892	12,520,143
Consumer Service	129,639	1,351,468	163,435	1,831,447	Soaps, Cleansers & Polishes	1,078,865	10,693,003	1,062,771	10,851,043
Drugs & Remedies	1,364,235	12,424,835	1,519,987	14,035,917	Toiletries & Toilet Goods	1,290,656	13,207,133	1,604,449	16,297,798
Food & Food Products	2,150,616	21,505,090	2,695,446	26,156,661	Transportation, Hotels & Resorts	57,512	541,435	88,343	748,888
Gasoline, Lubricants & Other Fuels	381,007	3,102,587	432,181	3,463,554	Miscellaneous	396,916	2,908,034	547,263	3,008,668
Horticulture	.....	109,923	.....	86,394					
Household Equipment & Supplies	520,122	2,444,753	223,543	1,665,019	Totals	$9,538,394	$92,995,351	$11,738,585	$107,237,361
Household Furnishings	103,236	686,562	74,410	573,639					
Industrial Materials	12,907	1,178,361	120,600	1,210,715					
Insurance	269,671	2,028,583	255,668	1,841,280					
Jewelry, Optical Goods & Cameras	.....	527,048	80,325	691,430					

Source: Publishers Information Bureau
* National Political Conventions Programs not included.

* * *

TABLE V

Leading TV Network Advertiser in Each Product Group During July 1952

Class	Advertiser	Gross Time Purchases	Class	Advertiser	Gross Time Purchases
Apparel, Footwear & Access.	Brown Shoe Co.	$22,800	Industrial Materials	Revere Copper & Brass Inc.	124,760
Automotive, Auto. Access. & Equip.	Ford Motor Co.	233,625	Insurance	Mutual Benefit Health and Accident Assn.	46,958
Beer, Wine & Liquor	Pabst Brewing Co.	105,200	Jewelry, Optical Goods & Cameras	Speidel Corp.	54,345
Confectionery & Soft Drinks	American Chicle Co.	124,406	Office Equip., Stationery & Writing Supplies	Hall Brothers Inc.	89,070
Consumer Services	U. S. Government (U. S. Organized Reserve Corps)	65,132	Publishing & Media	Curtis Publishing Co.	96,330
Drugs and Remedies	American Home Products Corp.	152,775	Radios, TV Sets, Phonographs, Musical Instruments & Acces.*	RCA	96,428
Food and Food Products	General Foods Corp.	428,215	Retail Stores & Direct by Mail	Drugstore Television Productions	90,930
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	59,490	Smoking Materials	R. J. Reynolds Tobacco Co.	498,305
Household Equipment & Supplies*	General Electric Co.	179,945	Soaps, Cleansers & Polishes	Procter & Gamble Co.	
Household Furnishings	Armstrong Cork Co.	75,990	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	454,632
			Miscellaneous	Billy Graham Evangelistic Assn.	29,230

* Subject to change when political convention coverage data are available.

* * *

TABLE VI

TV Network Time Sales by Product Groups for July and First Seven Months 1951-1952

Product Group	July 1952*	Jan.-July 1952*	July 1951	Jan.-July 1951	Product Group	July 1952*	Jan.-July 1952*	July 1951	Jan.-July 1951
Apparel, Footwear & Access.	$39,325	$1,853,349	$108,801	$1,446,827	Jewelry, Optical Goods & Cameras	151,511	1,270,144	50,005	1,162,856
Automotive, Auto. Access. & Equipment	903,234	8,386,982	898,036	5,778,981	Office Equip., Stationery & Writing Supplies	89,070	923,905	68,925	237,480
Beer, Wine and Liquor	292,948	3,423,818	494,708	2,808,731	Political	.....	133,152	.....	.....
Bldg. Materials, Equip. and Fixtures	.....	329,014	.....	7,690	Publishing and Media	98,228	473,360	66,150	464,228
Confectionery and Soft Drinks	273,751	2,922,927	263,395	1,550,271	Radios, TV Sets, Phonographs, Musical Instruments & Access.	198,293	2,460,974	367,279	2,875,632
Consumer Services	65,132	175,385	.....	315,712	Retail Stores & Direct by mail	90,930	686,780	180,953	1,172,223
Drugs and Remedies	312,074	3,003,896	256,534	1,193,749	Smoking Materials	1,791,589	15,767,830	1,503,295	8,847,010
Food & Food Products	1,922,254	19,133,492	1,668,278	13,606,316	Soaps, Cleansers & Polishes	1,122,528	10,590,317	650,191	5,107,283
Gasoline, Lubricant & Other Fuels	120,000	2,163,168	150,773	1,425,660	Toiletries & Toilet Goods	1,832,826	14,489,768	1,262,318	7,282,289
Horticulture	.....	12,370	.....	.....	Miscellaneous	48,310	1,052,598	20,432	711,934
Household Equip & Supplies	605,545	5,839,640	558,162	4,025,040	Total	$10,351,177	$98,996,586	$8,924,473	$64,172,752
Household Furnishings	103,726	1,322,380	156,600	2,094,859					
Industrial Materials	242,945	2,354,769	199,638	1,810,991					
Insurance	46,958	226,568	.....	246,990					

SOURCE: Publishers Information Bureau.
* National Political Convention programs not included.

Congratulations

KPTV

PORTLAND, OREGON

First Commercial UHF TV Station
on the air

RCA-EQUIPPED THROUGHOUT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

ZIV GROWTH

Adds Four Radio Salesmen

ADDITION of four new salesmen to the radio sales staff of the Frederic W. Ziv Co. to handle increased radio sales for the transcribed radio series, *Freedom, U. S. A.*, other Ziv radio properties and an expanded program of future radio shows was announced yesterday (Sunday) by John L. Sinn, executive vice president:

Sales on *Freedom, U. S. A.* were reported at 315 by the week-end. Alvin E. Unger, radio sales vice president for Ziv, said that the most recent multiple-market sale for the program was to Frederick & Nelson department store, Seattle, for sponsorship on KOMO Seattle; KPUG Bellingham, and KBKW Aberdeen, all in Washington state.

The new Ziv salesmen, added to the south and midwest districts, are Earl J. Brewer, Arthur E. Watson, George J. Williams and Jesse S. Peaver Jr.

Mr. Brewer, who will report to Jack Howard, division manager, recently resigned as district manager of the George S. May Co., business engineering firm. He has held several advertising and selling positions with firms in the midwest and southwest.

Mr. Watson will report to Tom Privette, southwestern division manager. For the past five years, Mr. Watson was sales manager of the Americana Corp., New York.

Reporting to Division Manager Bill Nevin will be Mr. Williams. He was formerly an account executive with the Craigie Adv. Agency, Minneapolis, and previously an account executive and radio time-buyer with the Manson-Gold-Miller Agency, Minneapolis.

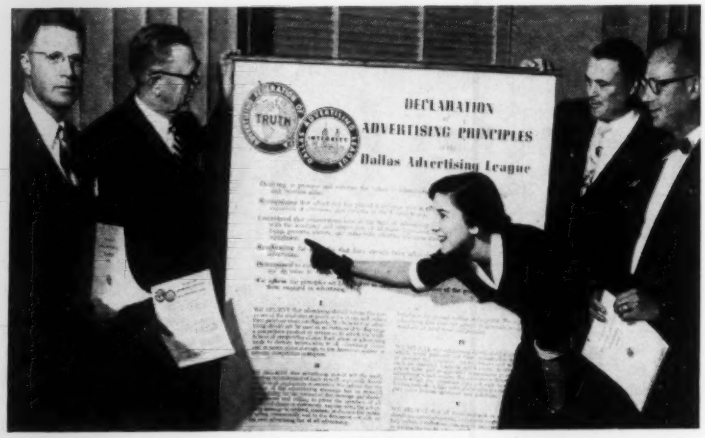
Mr. Peaver also will be under Mr. Privette's supervision. He was a WAFM-TV Birmingham, Ala., salesman the past two years.

ABC AFFILIATES

Western Div. to Meet

FALL season network plans and review of the proposed ABC-United Paramount Theatres merger will be key topics on the agenda at the annual autumn meeting of ABC Western Div. radio affiliates in Hollywood, Calif., next Monday. Alfred R. Beckman, new national director of ABC radio-TV station relations, will preside over the session at the Beverly Hills Hotel.

ABC President Robert Kintner and other network executives will attend. Also participating will be Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles T. Ayres, vice president, ABC radio network; Ted Oberfelder, director of ABC radio O&O stations; James Connolly, vice president, San Francisco division; William Phillipson, director of ABC Western Div. operations.



PROUDLY exhibiting the Declaration of Advertising Principles of the Dallas Adv. League, issued Sept. 12, are (l to r): William A. Roberts, assistant general manager, KRLD-AM-FM Dallas; Ben H. Wooten, president of Dallas Chamber of Commerce and of the First National Bank there; Pat Brassell, Neiman-Marcus; John J. Shea, president, Lone Star Wholesalers Inc., spokesman for area TV set distributors, and who issued the "Standards for Advertising and Selling Television Sets," and Ralph Nimmons, manager, WFAA-TV Dallas.

'DOUBLE-BILLING' *Rochester Group Hits Practice as 'Harmful'*

PRACTICE of double-billing—using both local and national rate scales in billing procedures for advertisers—has been denounced as "harmful" to the radio industry by the Radio Broadcast Management Council of Rochester, N. Y.

The council, comprising five Rochester stations, adopted a resolution scoring the practice and subscribing to a loyalty pledge that they are "totally abstaining from any form of the double-billing practice."

To further the impact of its declaration, the council bought a full-page advertisement in at least one trade paper, and reportedly was contemplating commitments in others.

The group comprises WARC WHAM WHEC WRNY WVET, with top executives of these stations affirming their approval of the resolution. Only station off the council reservation—and thus not signing the resolution — was WSAY, whose president and general manager, Gordon Brown, has been a constant critic of network affiliation practices.

In announcing its stand, the Rochester management group said it took the action after "recognizing the danger" of such a practice. "Double-billing" generally involves national advertiser - local dealer co-op tie-in campaigns for which advertisers are billed the national rate and dealers at the local scale.

The council claimed that the "entire segment of the radio industry in one community has been blacklisted by national advertisers and advertising agencies" because of the "malpractice" of one station. The resolution did not identify the community or station, but held that "such operation methods" have resulted in blacklisting of all stations there, including the guilty one.

Signers of the resolution, adopted Sept. 5, were: S. W. Townsend (for WARC), William Fay (WHAM), Gunnar O. Wiig (WHEC), W. E. Huff (WRNY) and Ervin F. Lyke (WVET).

Text of the resolution follows:

Whereas: The radio industry has sustained harmful effects through double-billing procedures (both local and national rates) and,

Whereas: Such operation methods has (sic) brought about a black-listing of stations involved in such practices, and,

Whereas: The entire segment of the radio industry in one community has been blacklisted by national advertisers and advertising agencies even though only one station in said community has been guilty of such malpractice,

Now, therefore be it resolved: That the Radio Broadcast Management Council of Rochester, N. Y., hereby subscribes to a loyalty pledge of totally abstaining from any form of double-billing practice, and,

Be it further resolved: That the member stations of the Radio Broadcast Management Council do hereby affirm by signature (hereon) their approval of this resolution and maintain that they will not indulge in any form of double-billing practice.

BULLITT NOMINATED

Seeks House Seat

STIMSON BULLITT, stockholder and director of KING-AM-FM-TV Seattle, will be the Democratic candidate for member of Congress from the First District of Washington. He won the nomination in the state primary election Sept. 9.

Mr. Bullitt is the son of Mrs. A. Scott Bullitt, president of KING and a member of the NARTB Television Code Committee. He will run against Thomas M. Pelly, Seattle businessman. The district seat has been held four years by Hugh B. Mitchell, nominated at the primary as Democratic candidate for governor of Washington.

PETRY FOR KECA

KFI Appoints Christal

ARRANGEMENTS were completed last Thursday for Edward Petry & Co. to take over representation of ABC's KECA Los Angeles, effective Oct. 1, thus rounding out ABC's appointment of independent representatives for all of its O&O stations [B•T, Sept. 8, 1].

The KECA appointment was held up by negotiations for termination of the Petry company's representation of KFI Los Angeles, to avoid conflict in that city. Appointment of the Petry firm to represent KECA-TV, WJZ-AM-TV New York and KGO-AM-TV San Francisco had been made effective Sept. 1, at which time representation of the other ABC stations was taken over by John Blair & Co. (WENR Chicago and WXYZ Detroit) and Blair-TV (WENR-TV and WXYZ-TV).

It was reported in Los Angeles, Friday, that KFI had appointed Henry I. Christal Co. as its national representative effective Oct. 1. The firm was expected to name a West Coast manager with offices in San Francisco.

With the KECA appointment, what was described as the most extensive spot representation agreement in broadcasting history was completed, involving an estimated $8 million in annual billings on the 10 stations.

Concurrent with ABC's announcement that the Petry organization would represent KECA as well as KECA-TV, Petry's TV division announced that L. D. (Bill) Larimer, ABC manager of TV spot sales in Los Angeles, has joined the Petry firm as TV account executive in Los Angeles.

Entering broadcasting in 1933, Mr. Larimer was account executive for Central States Broadcasting Co. in the Omaha-Lincoln area; worked with CBS Radio Sales in Chicago and in Los Angeles, where he was sales manager, and joined ABC four years ago as network sales manager in that city. Two years later he was named Los Angeles manager of TV spot sales for ABC.

JOHN HEINEY NAMED

To Ford Radio-TV Post

JOHN H. HEINEY, associated with J. Walter Thompson Co. in New York until last April, has been appointed head of radio and TV relations of the Ford Motor Co.'s public relations office. Mr. Heiney was with the agency for the past five years and previously with CBS in Washington.

Other changes in the Ford public relations realignment involve John E. Statler, named manager of the New York public relations office; C. Gayle Warnock, who will manage the Chicago office, and William A. Lashley, who heads the San Francisco office.

Akron University Study Shows

Huge Car Radio Audience

In Akron, Ohio . . . WCUE delivers lowest cost-per-thousand listeners*

For every 1,000 cars on the streets of Akron, there are 469 "bonus" radio listeners. That's the finding of a survey of the car radio audience completed by Akron University students.

WCUE can give you their share of this bonus audience at the lowest-cost-per-thousand of any Akron station. WCUE can give you up to 96% more listeners for your advertising dollar than other Akron stations (see chart below). Survey after survey has shown that whether it's a car radio audience or an at home radio audience, you get more listeners for your advertising dollar on WCUE.

What's more, this Akron University survey points up another interesting fact: Music and news were preferred by 83.5% of the car radio listeners . . . WCUE devotes the greatest percentage of their total programming to music and news.

Put WCUE, Akron's only independent and fastest-growing station on your schedule . . . for saturation . . . for lowest cost-per-thousand . . . for direct results.

** Based on figures from Akron University car radio survey*

[redacted]

WCUE gives you 32.5% more listeners for your advertising dollar than Akron station "A".

[redacted]

WCUE gives you 96.3% more listeners for your advertising dollar than Akron station "B".

[redacted]

WCUE gives you 53.6% more listeners for your advertising dollar than Akron station "C".

One of Ohio's Outstanding Independent Stations

Wcue

SEE YOUR FORJOE MAN FOR DETAILS

'Morals' Group Probes Responsibility

(Continued from page 28)

desired now by commercial sponsors.

Hollis Seavey, MBS director of Washington operations, introduced that network's program standards, but begged off answering policy questions. He was asked to have a Mutual official testify in New York on policy matters.

Mr. Seavey

Appearing for NARTB were Ralph W. Hardy, director of government relations, and Thad H. Brown Jr., TV director and counsel.

Mr. Hardy detailed the care taken by local broadcasters to bring listeners the best programs in the best of taste. Mr. Hardy said:

> I know of no business enterprise where good will is so completely the paramount factor in the success of the undertaking as it is in broadcasting. Remember, in our business, the people do not even have to go to the trouble of calling up to cancel their subscription. All it takes is a simple twist of the wrist—even by a child—and your competitor is enjoying front and center stage....

He explained in detail how a broadcaster handles a letter of criticism, particularly how it is weighed to determine whether it is bona fide or only in response to a pressure group.

Mr. Hardy promised that NARTB would make a study of a recent survey of Los Angeles children's TV programs made by *TV Magazine* of that city. It showed, said Mr. Harris, that in one week 124 programs used crime as their basic appeal. It enumerated, the committee chairman said, 857 crimes, including 167 murders, four suicides and one attempted rape. The survey showed, Mr. Harris said, that 78% of children's shows were crime programs, and that 85% of crime programs are telecast before 9 p.m.

Brown Testifies

Mr. Brown gave an historical resume of events leading up to the adoption of the TV Code and explained how the Code Review Board and the NARTB TV Board operates respecting violations.

Only a little more than 100 complaints have been received since the Code became effective March 1, Mr. Brown said. He also reported that more than 23,000 copies of the Code had been sent out by NARTB, of which 1,200 went to American Assn. of Advertising Agencies for distribution to its members.

No disciplinary actions have been taken by the Review Board yet, Mr. Brown divulged, but several complaints are in what he termed the "corrective" stages.

In answer to queries by committeemen, Mr. Brown said that the Code Review Board has been thinking of asking stations to relay complaints to Washington. He also responded that after the Code has been in operation for some time, the Review Board might monitor programs.

Mr. Harris told NARTB witnesses that he had received more than 100 complaints and that he would turn them over to the Review Board. He also suggested that NARTB more widely publicize the fact that the public can complain to NARTB's Review Board.

He also brought up the question of "irritating" cigarette commercials. He alluded to an article in the *Journal* of the American Medical Assn. which objected to the impersonation of physicians in cigarette commercials. Rep. Homer Thornberry (D-Tex.) also questioned industry witnesses on the length of commercials.

Rep. Harmar D. Denny Jr. (R-Pa.) expressed his disappointment that neither the TV Code, nor the policy statements submitted by ABC and MBS contained anything about respect for the U. S., the Constitution or American institutions. He was assured that everyone in the industry was aware of his responsibility in that direction.

Two other witnesses who appeared last week were 84-year-old temperance leader Dr. Clinton Howard, of the International Reform Federation, and metaphysical lecturer and practitioner Walter H. Wilson of Washington and Indian Head, Md. Mr. Wilson asked that Congress forbid the broadcasting of public service spot announcements about diseases on the ground that listeners actually become stricken because of the fear engendered by hearing about the symptoms.

NARTB DIST. 13

Congress Eyes Local Radio-TV—Hardy

CONGRESSIONAL investigators of radio and TV programming are keenly interested in local station operations, Ralph W. Hardy, NARTB government relations director, told NARTB District 13 (Texas) delegates Thursday as their annual meeting opened at the Texas Hotel, Fort Worth.

Mr. Hardy, who testified Tuesday in the House Commerce subcommittee probe into radio and TV (see story page 28), gave delegates a review of developments at the Washington investigation.

Kenyon Brown, KWFT Wichita Falls, District 13 director, opened the meeting Thursday morning. He introduced NARTB President Harold E. Fellows, who reviewed progress in association affairs and discussed problems of broadcasters and telecasters.

Mr. Brown named the following Resolutions Committee: James R. Curtis, KFRO Longview; Gordon Thompson, KFYO Lubbock; Karl O. Wyler, KTSM El Paso; Jack McGrew, KPRC-TV Houston; Lewis O. Siebert, KGKL San Angelo.

NARTB headquarters also was represented by Richard P. Doherty, employe-employer relations director, and William T. Stubblefield, station relations director. Mr. Doherty reviewed trends in station operating costs and conducted a management clinic. Mr. Stubblefield directed a discussion of NARTB membership problems.

Named to a new Membership Committee representing Texas and District 13 were Ray F. Herndon Jr., KTRH Houston; Marshall H. Pengra, KGKB Tyler; Tom Critser, KGNC Amarillo; Eugene J. Roth, KONO San Antonio; Richman G. Lewin, KTRE Lufkin; George W. Marti, KCLE Cleburne; Willard Deason, KVET Austin.

Harold Hough, WBAP-TV Fort Worth, a member of the NARTB Television Board, represented the board at the district session and was named to direct a Friday television clinic.

WOAI BIRTHDAY

Marks 30 Yrs. in Radio

WOAI San Antonio, which claims to be the first U. S. radio station to pay talent for appearing on its programs, celebrates its 30th anniversary Thursday.

The 50 kw station, founded by the late G. A. C. Halff, went on the air for the first time Sept. 25, 1922, with a power of 500 w.

In May 1925, its power was increased to 5 kw, highest wattage then permitted by the government. In 1930, WOAI upped to its present power of 50 kw. It has been an NBC affiliate since 1928. WOAI-TV was added in 1949.

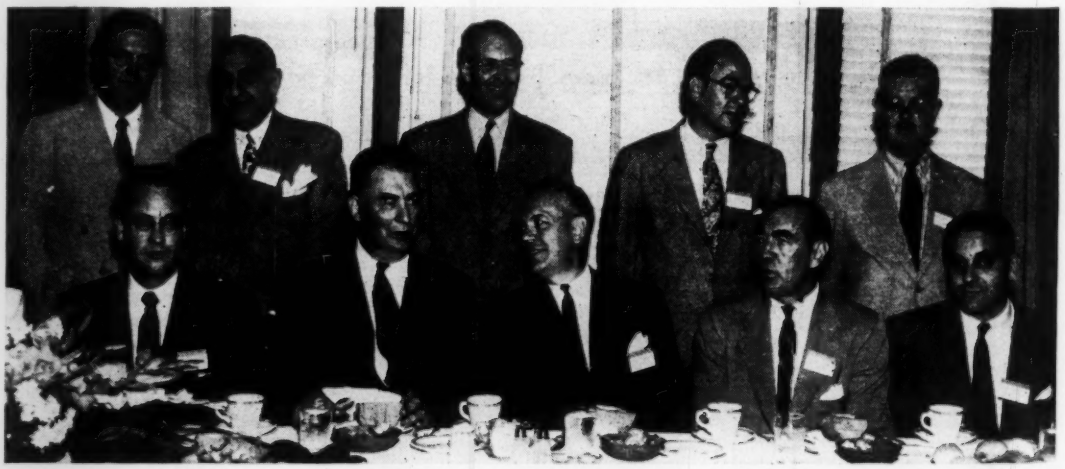
Since its beginning, WOAI has devoted a large portion of its schedule to programs of special interest to farmers and ranchers.

Station executives include Hugh A. L. Halff, president, and Arden X. Pangborn, general manager of Southland Industries Inc., licensee of WOAI-AM-TV.

In commemoration of its anniversary, the station is sending advertisers and agencies a bronze plaque in the form of a circular paperweight.

Demo Booking Post

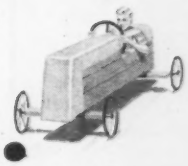
MARY BETH LARRABEE, special assistant to Bryson Rash, ABC Washington, White House correspondent, has joined the Democratic National Committee. She will handle booking arrangements in the Speakers' Bureau for radio-TV appearances of Democratic members of Congress on network public service political campaign programs.



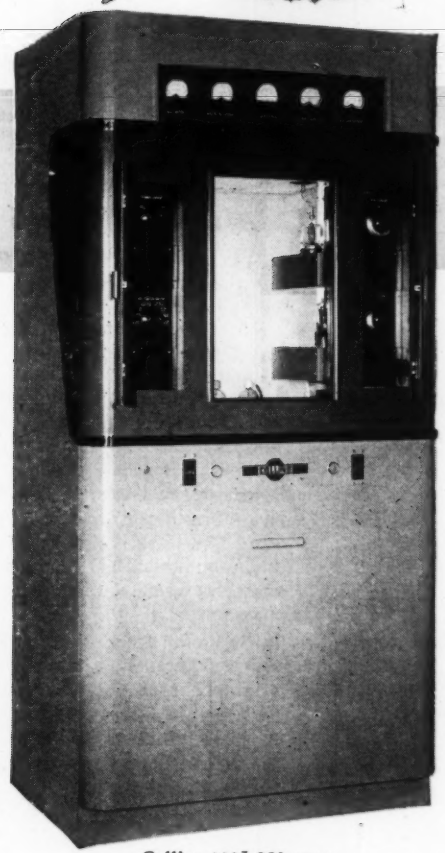
MOUNTAIN area broadcasters met at Denver Sept. 11-12 for NARTB District 14 sessions. Seated (l to r): William C. Grove, KFBC Cheyenne, Wyo., district director; Sen. Edwin C. Johnson (D-Col.); NARTB President Harold E. Fellows; Don Searle, KOA Denver; Bernard Koteen, special counsel, NARTB. Back row, Rex Howell, KFXJ Grand Junction, Col.; S. S. Fox, KDYL Salt Lake City; A. G. Meyer, KMYR Denver; Hugh B. Terry, KLZ Denver; Frank Bishop, KFEL Denver.

(Also see District 12 pictures, page 40)

in building racing cars...



or broadcast transmitters



Collins 300J 250 watt
Broadcast Transmitter

ENGINEERING makes the difference!

There can be no substitute for sound, logical, advanced engineering processes — whether you're building Indianapolis Speedway winners or the new Collins 300J Broadcast Transmitter. Enclosed in the full-size, two-tone grey cabinet of this 250 watt transmitter are the engineering accomplishments that have established Collins as the leader in broadcast equipment quality.

Collins engineered features in the 300J give you *superior* performance — *minimum* operating and maintenance costs — and *maximum* dependability. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

XUM

TRADE RESOURCES

Educators Asked to Realize

A "HANDS - across - the - microphone" relationship between educators and the radio-TV industry was urged by Michael R. Hanna, general manager of Cornell U.'s WHCU Ithaca, before the annual fall conference of the New York State chapter of American Women in Radio and Television.

Participating in a panel discussion of "Educational and Commercial Television: Can They Live and Work Together?" Mr. Hanna called upon educators to recognize the program and financial resources of radio and television broadcasters. Ralph Steetle of the Joint Committee on Educational TV, another panel participant, cited what he called a trend toward better showmanship among educators.

Other panel participants include Doris Corwith of NBC, national president of AWRT; Duncan McDonald of DuMont TV; Geraldine Zorbaugh of ABC, and John Herring, New York State Adult Education Dept.

The conference, held Sept. 12-14 at Ithaca, was attended by 61 registrants, according to Conference Chairman Anita Monsees of WHCU. Cornell President Deane Malott urged the group in a welcoming address to help develop a better informed public by providing leadership in communities. Gertrude Grover of WHCU, chapter chairman, presided.

U. S. CONSTITUTION

Judge Miller Discusses

THOROUGH training in the meaning of the Constitution should start in grammar schools and proceed through secondary schools and colleges, Judge Justin Miller, NARTB board chairman, said Wednesday in an address to the National Conference on Citizenship. Judge Miller was overall chairman of the conference, which met at the Hotel Statler, Washington.

Recalling that framers of the Constitution probably never dreamed about radio, television, autos, telephones and similar inventions, Judge Miller warned that the greatest danger to the document comes "from insidious efforts to amend it by distortion and misinterpretation." He cautioned against governmental restraints which he said always have been precursors of state censorship.

Hunter Named

JAMES HUNTER, vice president in charge of manufacturing and engineering of Columbia Records Inc., has been named vice president and director of production engineering and research. In this newly-created post, Mr. Hunter will concentrate exclusively on the development of production innovations in line with Columbia's long-range program for developing new manufacturing processes.

DISCUSSION on desirability of cooperation between radio-TV broadcasters and educators was preceded by a welcoming address from Cornell U. President Malott (standing) at New York State AWRT fall conference. L to r: AWRT President Corwith; Mr. Malott; Mrs. Grover, chapter chairman, and WHCU General Manager Hanna.

MAJOR MEDIA USERS

Rise Noted By MAB

NUMBER of national advertisers spending $25,000 or more in any of the major advertising media—network radio, network television, magazines and newspapers (excluding spot broadcasting for which data are not available)—increased from 936 in 1939 to 2,384 in 1951. This is shown in an analysis released last week by Magazine Advertising Bureau.

Expenditures of these advertisers, meanwhile, rose from $333,157,000 in 1939 to $1,142,478,000 in 1951, MAB reported, with the average expenditure rising from $355,900 in 1939 to $479,200 in 1951.

Tabulation of dollar volume of national advertising in these four media (limited to advertisers spending $25,000 or more in each medium in any year), made by MAB, is shown below.

Noting that in the time covered by the tabulation, national advertising has increased 257% in magazines, 213% in newspapers, 109% in network radio, despite recent losses, and network TV has gone from zero to more than 10% of the total in 1951, MAB explodes the theory that TV's rise has been at the expense of printed media in the following comment:

"The 1949 to 1951 figures are of particular interest, since this covers the entire period of the development of this new medium. It is interesting to note that while television has shown a 1949-1951 increase of $114.1 million in billings, the two printed media—magazines and newspapers—have shown an even larger increase of $118.3 million. And, in total numbers of national advertisers using each medium, television's 1949-1951 net increase was 132 while the number of national advertisers using magazines increased by 214.

"There is an interesting parallel here, with the early days of network radio. From 1933 to 1939, advertiser expenditures in the then new radio medium increased by $39 million. But magazine advertising grew much more; it increased by $54 million. That fact may be surprising even to those who were buying and selling space in those years."

* * *

	1939	1944	1949	1950	1951
Magazines	$130,777,000	$243,763,000	$395,713,000	$416,598,000	$467,101,000
Newspapers	121,243,000	134,786,000	332,619,000	362,604,000	379,571,000
Network Radio	81,137,000	185,408,000	184,418,000	177,741,000	169,744,000
Network TV	.....	.....	11,951,000	39,744,000	126,026,000
Total	$333,157,000	$563,957,000	$924,701,000	$996,687,000	$1,142,478,000

JAMES B. RYAN

Is Football Fatality

JAMES BERNARD RYAN, 16, son of BAB President William B. Ryan and Mrs. Ryan, was fatally injured during football scrimmage at Iona Preparatory School, New Rochelle, N. Y., where he was a junior, last Tuesday afternoon.

He died Wednesday afternoon in New Rochelle Hospital, where he had been taken when he collapsed shortly after he was injured while tackling a classmate. He was said to have suffered a cerebral hemorrhage. His father, in Birmingham for a BAB sales clinic, was summoned and arrived home Wednesday morning.

Requiem mass was said Saturday morning at Our Lady of Fatima Church in Scarsdale, N. Y., where the family resides. Survivors include the parents; a brother, William C. Ryan, a student at Georgetown U., Washington, D. C., and two sisters, Barbara Ann and Mary Louise Ryan.

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Sept.			
22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct.			
2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Sept. 22: ABC-TV meets with advisory committee, ABC headquarters, N. Y.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority special convention, New York.

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 29: ABC Western Div. radio affiliates' annual fall meeting, Beverly Hills Hotel, Hollywood.

Sept. 29: Tall Tower meeting, FCC, Room 2230.

Sept. 29-Oct. 1: Assn. of National Advertisers, 43d annual meeting, Hotel Plaza, N. Y.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Statler Hotel, Washington.

RACING SHOWS

KYA Asks License Renewal

KYA San Francisco, one of a group of radio and TV stations whose license renewal applications were set for hearing earlier this year after return of FCC questionnaires on horse race programs, petitioned the Commission last week for renewal without hearing. Station pointed out that regular daily broadcasts of racing news had been discontinued upon official FCC notice [B•T, March 3]. KYA noted the Commission had renewed other stations which discontinued such programs.

The Commission a fortnight ago renewed another 11 licensees of the original group, the action based upon recommendation of the FCC Broadcast Bureau, which observed the questionable programs had been dropped and, in any event, indicated the problem should be dealt with through a general policy proceeding [B•T, Sept. 15, 1].

KYA in its petition contended the news it aired was taken from the regular United Press wire, hence was delayed in most cases for more than an hour. KYA said it wished to carry certain feature race news from time to time in the future because of the great interest in racing in that state.

HOLLYWOOD
CHICAGO
NEW YORK

Standard Radio

Transcription Services, Inc.

140 NORTH LA BREA · HOLLYWOOD 36

September 12, 1952

TO ALL RADIO STATIONS:

We understand that you have received a letter from Harry Fox regarding the purchase of our library transcriptions.

Our counsel, Sydney Kaye of Rosenman Goldmark Colin & Kaye, advises us that Mr. Fox's position on behalf of his publishers is entirely groundless.

We, therefore, repeat to you our complete assurance that transcriptions purchased from us may be used by you as long as you have performance licenses. Furthermore, we will defend any action brought by Mr. Fox, or his clients, against any radio station resulting from the purchase of our library.

Very truly yours,

STANDARD RADIO
TRANSCRIPTION SERVICES, INC.

TOA Forms Battle Lines

(Continued from page 27)

Committee [B•T, Sept. 15], said some theatre interests predict a theatre TV circuit of 200 to 300 stations will eventually carry regular service. He told of plans to test the medium, using Broadway productions.

TOA and the Theatre Equipment Supply Mfrs. Assn. will hold a combined trade show Oct. 31-Nov. 5, 1953 at the Conrad Hilton Hotel, Chicago, during the time the two groups will hold conventions along with Theatre Equipment Dealers Assn.

Nathan D. Golden, director of NPA's Motion Picture & Photographic Products Div., described trends in controls over equipment and building materials, predicting a "tremendous upsurge" in construction of drive-in theatres the next few years as controls are relaxed.

Manchester's Proposal

Proposal for a teamwork arrangement between major companies selling food, soap and similar products and theatre operators was submitted to the TOA by Donald S. Manchester, vice president of Dancer-Fitzgerald-Sample. He said General Mills spends $100,000 a day on consumer advertising, including sampling at cost of 25 to 50 cents a house.

Edgar Kobak, WTWA Thomson, Ga., consultant to General Mills and other firms, introduced Mr. Manchester and Clift Samuelson, advertising manager of General Mills, which was host to the Wednesday luncheon.

Sam Pinanski, TOA representative on the Council of Motion Picture Organizations, reported that the industrywide unity drive is bringing results. Promotion efforts, particularly "Movietime U. S. A." campaigns, have utilized radio advertising and other media in connection with nationwide tours of artists, producers, directors and writers.

Reporting as chairman of the public relations committee, Elmer C. Rhoden, for Midwest Theatres, scoffed at what he called "the defeatist attitude toward television." After the "first numbing shock is over," he said, "experience again has shown that the motion picture theatre can still attract a huge audience—currently more than 55 million a week—through superior showmanship and good pictures."

Mr. Rhoden continued:

Television has an economic problem in its effort to survive and expand on commercial support — the advertising dollar can be stretched only just so far. Television has a programming problem that is becoming increasingly acute, due to the high mortality rate of performers and shows. On the other hand, the motion picture industry is solidly entrenched. We are economically sound. We have entertainment merchandise that cannot be duplicated by any other medium. While we do not give it away "for free" we sell it at a price within the reach of all.

We have yet to learn to use television to our advantage, and while the day may not be far distant when television will be an adjunct of the motion picture theatre, meanwhile we must join our forces to make the public in every city, town and hamlet more conscious of the motion picture industry, and particularly the motion picture theatre, in a more friendly and understanding way.

Mr. Rhoden referred to the 13-week mutual benefit test in New York, with radio-TV and theatre groups publicizing each other's programs.

In his keynote address to the convention, Mr. Rhoden voiced industry anger among exhibitors over the government's 16mm anti-trust suit, calling for united action to fight the "shocking" litigation. Investment of $2½ billion in U. S. theatres is threatened, he said, along with world screen dominance for American-made movies.

"What is behind this conspiracy suit?" he asked. "Who inspired it?"

Perhaps a Senate investigation might bring out the facts, he suggested. Terming it a matter of record "that one government official, since charged with bribery and other misconduct in office, accepted a fee of $50,000 for his presumed influence in obtaining films for a phonovision test," he asked if similar tactics have been employed in the 16mm case.

Mr. Rhoden suggested theatres give their "allegiance" to producers "who have shown the courage and good judgment to turn down a few quick dollars" from sale of older pictures to television. He said exhibitors should "recognize and appreciate" the decision by many stars "to reserve their talents to the screen."

His TV optimism was based on this premise:

After one more year's experience, we have found that the threat does not grow, but becomes less apparent as time goes on. In our own experience in Kansas City it has been hopeful to note a gradual abandonment of television in favor of normal movie going habits. This is especially true with children. In 1952 to date we have played to more children than during the same period in 1951. There are also twice as many television sets in the Kansas City viewing radius as there were a year ago; more than 223,000 sets, one for every two families.

Mr. Rhoden commented enthusiastically on the "excellence" of the Eidophor color TV equipment for theatres.

Sullivan Resigns

A surprising development as the convention got under way was announcement by Gael Sullivan, executive director, that he was resigning immediately. The announcement was made Sunday evening and Mr. Sullivan promptly left Washington for New York.

Mr. Sullivan, ending a four-year term, voiced "profound regret" and said he would announce his plans soon. The TOA Executive Committee lauded him for his service to the association.

In his opening address to the convention Mr. Wolfson compared current exhibitor crises to the "so-called dilemma of radio in 1930." At that time theatre operators were panicky over radio's rapid development. He foresaw progress in theatre TV as a box office booster.

TV's power as an advertising medium brought this comment: "With the recent sensationally successful TV campaigns on several pictures, we find our industry waking up to intelligent use of television, this new and great sales force."

CHARLES C. BEVIS Jr. (l), who is leaving KOA-AM-FM Denver to work with NBC in an executive capacity, and William Grant (c), president, Metropolitan Television Co., which bought KOA for $2.25 million, greet Don Searle, who succeeds Mr. Bevis as KOA vice president-general manager [B•T, Sept. 1].

Network Billings

(Continued from page 30)

in July as in June, although the amounts are reduced and the order considerably altered. Radio newcomers in July are Gillette and Wrigley, replacing Philip Morris and Liggett & Myers; TV additions are General Mills and Kellogg, replacing Lorillard and General Motors.

Lists of leading advertisers in the various product categories (Tables II and V) show: (1) for network radio, no jewelry advertising in July and five changes in leading advertisers from the June list of 24; (2) for network TV, no political advertising in July but with some consumer service business that month, none of this type on in June, and changes in five classes of leading firms.

Total time purchases of each advertising class for July 1952 and January-July of this year, compared to the 1951 figures for the same month and seven-month period, are reported in Tables III and VI.

McDonald Named

APPOINTMENT of Richard A. McDonald, on leave from Crown-Zellerbach Corp., San Francisco (paper products), as National Production Authority administrator was announced last Monday by Secretary of Commerce Charles W. Sawyer. He succeeds Henry H. Fowler, recently named as director of the Office of Defense Mobilization. Mr. McDonald, who has been serving as acting deputy administrator of NPA since August, is a vice president and chairman of the executive committee of Crown-Zellerbach.

ABC-UPT CASE

Deadline Extended

ON the plea of FCC counsel that they needed more time to prepare proposed findings on the intricate Paramount case — which involves primarily the merger of ABC and United Paramount Theatres Inc.—FCC Hearing Examiner Leo Resnick granted all parties a two-week extension of the deadline—to Oct. 3.

Although none of the parties need to file proposed findings before the new date, it is understood that a joint ABC-UPT brief may be submitted this week. At the same time, Paramount Pictures is said to be prepared to file its proposed findings on the renewal of the license of KTLA (TV) Los Angeles and kindred matters before the Oct. 3 deadline.

Filed Thursday were the proposed findings of CBS, which is due to purchase WBKB (TV) Chicago from the merged ABC-UPT company for $6 million.

Its proposals ask the examiner to authorize the purchase on the grounds that: (1) Neither CBS nor its officers, directors, stockholders or employes have participated in any violations of state or federal anti-trust laws; (2) Operation of WBKB will be expanded, if sale is approved, through strengthened facilities, staff and programs; (3) Sale cannot be called trafficking in licenses since if the merger is approved ABC-UPT must sell one of two-owned stations in Chicago (ABC already owns WENR-TV there).

KMPC'S 50 KW

CP May Be Dropped

KMPC Los Angeles is considering turning back its construction permit for 50 kw nighttime directional, it was learned last week. The Goodwill station has had the CP since 1947, but has encountered engineering difficulties in establishing the full nighttime radiation authorized.

Station operates on 710 kc with 50 kw day, and 10 kw night, directionally. Cost of using the 50 kw nighttime grant is considered too high, in the opinion of station officials—particularly in light of network nighttime rate cuts and the impact of TV on nighttime listening. There are seven TV stations in Los Angeles.

General Manager Robert O. Reynolds and Assistant General Manager Lloyd C. Sigmon conferred with their attorneys in Washington last week on the matter. A decision is due to be reached by the end of the month, it was reported. Messrs. Reynolds and Sigmon visited other Goodwill stations on their way east, at WJR Detroit and WGAR Cleveland. They were due to return west, stopping off to visit their respective families in Oklahoma on their way back to Los Angeles.

YOU'RE SURE WHEN YOU BUY

TRANSIT RADIO

THE TRANSIT RADIO AUDIENCE IS EXCLUSIVELY YOURS!

MARKETS	
CINCINNATI	WKRC
WASHINGTON, D. C.	WWDC
ST. LOUIS	KXOK
KANSAS CITY	KCMO
PITTSBURGH	WKJF
WORCESTER	WGTR
TRENTON	WTOA
TACOMA	KTNT

1 ACCURATE, AUDITED AUDIENCE

There is no guesswork about the size of the Transit Radio audience. It is tabulated minute by minute, hour by hour, day by day. It is NON-COMPETITIVE!

2 DEEP COMMERCIAL PENETRATION

95% of people WANT music as they ride. They're relaxed and in the mood to listen to your sales message. This means almost 100% penetration!

3 LOW . . . LOW . . . COST!

All of these millions of customers are YOURS at a cost of $1 or less per thousand!

*Fares paid, audited and reported to Public Utilities Commissions.

ALL FM STATIONS PROVIDING MORE ENJOYABLE STATIC-FREE LISTENING TO

MUSIC! NEWS! SPORTS! TIME! WEATHER!

FORJOE NATIONAL, INC.

EXCLUSIVE REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

'OTASCO' STORY

District 12 Hears Firm's Radio Success

DELEGATES to the NARTB District 12 meeting, which ended Tuesday at Wichita, Kan., after two days of sessions, on Monday heard how "the world's largest" independent automotive chain flourished and grew to its present size with the help of radio.

D. C. (Clem) Sperry, advertising manager of the Oklahoma Tire & Supply Co., Tulsa, Okla., who addressed the broadcasters at a Monday luncheon in the Lassen Hotel, described his firm's 18 years of using radio, starting with a $600 budget in 1934.

For NARTB, President Harold E. Fellows, Government Relations Director Ralph W. Hardy and Employe-Employer Relations Director Richard P. Doherty made featured talks at the sessions, along the line of those made at previous district meetings.

The automotive firm, whose trade name, "Otasco," became established through radio, went into the medium in 1934 with a $600 budget on one station. That was after its study showed half its business in 15 Oklahoma markets was from rural areas where newspapers had "forgotten" circulation, Mr. Sperry said.

Spends $30,000 on 16

The next year Otasco used two stations, spending $2,000, and sales increased "at a fantastic rate," with 11 new markets in Arkansas opened up. By 1939, 16 stations were being used with a $30,000 radio budget. Beginning in 1941, Otasco used news programs in every market and still does so now.

Today the firm is advertising on 58 stations regularly in Oklahoma, Arkansas, Missouri and Kansas, with a budget of $160,000, or a third of its total advertising budget. Otasco spends 1% of sales in advertising, using all power stations (5, 10 and 50 kw) in its area and about 27% of smaller stations, all on daytime radio, according to Mr. Sperry.

H. W. (Hank) Slavick, WMCT (TV) Memphis, at a TV seminar conducted by him Tuesday, said prospective TV operators first should consider (1) the set number potential of the area, (2) the dollar volume potential of the area and (3) competition. Mr. Slavick said some experts believe 50,000 sets in an area are necessary, but he believes 35,000 TV homes are enough.

Mr. Slavick said the operator should start out with a small staff, promoting circulation before going on the air. With development of films and kinescope techniques, he said, the operator can program 16 hours daily within a year. He advised getting films from government and institutional sources and buying the cheapest films available.

Describing the WMCT film department, which cost $24,000 to set up, he said WMCT does spots for as low as $35 (depending on production costs) and has three rate cards—the first a production rate card for production costs paid by the advertiser and two others for local and national advertising.

Tuesday afternoon sessions featured a sales panel headed by Ben Ludy, WIBW Topeka, with Arden Booth, KLWN Lawrence, Kan.; Bob Schmidt, KAYS Hays, Kan.; Bud Blust Jr., KTUL Tulsa, and Guy Farnsworth, KCRC Enid, Okla. The resolutions committee was headed by Hale Bondurant, KFBI Wichita, with Mr. Schmidt and Cy Casper, WBBZ Ponca City, Okla.

The meeting was called to order Monday by Jack Todd, KAKE Wichita, District 12 director, and Wichita Mayor Russell Jump officially welcomed delegates.

Resolutions were passed asking for increased NARTB membership, commending NARTB efforts to purchase tower insurance on a group basis, deploring rate cuts and asking NARTB to encourage training for young people entering radio and TV.

Registration for the District 12 meeting follows:

Anderson, J. R., AP, Kansas City; Bell, Earle H., Caterpillar Tractor Co., Salina, Kan.; Blust, Bud Jr., KTUL Tulsa; Bondurant, Hale, KFBI Wichita; Booth, Arden, KLWN Lawrence, Kan.; Bradshaw, Justin B., KANS Wichita; Casper, Cy, WBBZ Ponca City, Okla.; Chapin, Wells, General Electric Co., St. Louis; Chesley, Alex, World Broadcasting System Inc., Memphis; Church, Arthur B. Jr., KMBC-KFRM Kansas City; Cobb, Grover C., KVGB Great Bend, Kan.; Conger, Fred L., WREN Topeka; Davis, Jacob A., KLPR Oklahoma City; Doherty, R. P., NARTB, Washington; Dolberg, Glenn, BMI, New York.

Douglas, Jim, General Electric Co., Dallas; Elliott, Henden, KGNO Dodge City, Kan.; Esau, John, KTUL Tulsa; Farha, Fred M., KLPR Oklahoma City; Farnsworth, Guy B., KCRC Enid, Okla.; Fellows, Hal, NARTB, Washington; Fletcher, Graeme, KAKE Wichita; Fuller, Mack, KOMA Oklahoma City; Hales, Sam, UP, Kansas City; Hardy, Ralph, NARTB Washington; Harrison, Robert R., KLPR Oklahoma City; Harvey, E. D., KGAR Garden City, Kan.; Holmes, Ben, KOMA Oklahoma City; Hoover, Bill, KADA Ada, Okla.; Jackson, Phil, KWCO Chickasha, Okla.

Kenkel, Fred H., A. C. Nielsen Co., New York; Lamer, Kip, KSAL Salina; Langlois, Cy, Lang-Worth, New York; Ludy, Ben, WIBW Topeka; Marlin, Al, BMI, Topeka; Murphy, Pat, KWSH Wewoka, Okla.; Newby, Harold A., KAKE Wichita; Page, Allan, KSWO Lawton, Okla.; Parker, Kenneth, SESAC Inc., New York; Platt, Jim, KJCK Junction City, Kan.; Pratt, Robert L., KGGF Coffeyville, Kan.; Raburn, T. M., KGYN Guymon, Okla.; Reeser, Gregory, RCA Thesaurus, Chicago; Riesen, John E., KVSO Ardmore, Okla.; Ross, Byrne, KLPR Oklahoma City; Ryan, Edward A., KSIW Woodward, Okla.

Salathiel, Leon, KSCB Liberal, Kan.; Schmidt, Bob., KAYS Hays, Kan.; Seaton, R. M., KGGF Coffeyville, Kan.; Sewell, Clarence, KFBI Wichita; Shaw, Bill, BROADCASTING • TELECASTING, Chicago; Shideler, Mrs. Elsie, WIBW Topeka; Slavick, H. W., WMC-WMCT Memphis; Stubblefield, Bill, NARTB, Washington; Taylor, O. L. Ted, KANS Wichita; Thompson, Al, KSAL Salina; Todd, Jack, KAKE, Wichita; Varnum, Walt, RCA, Kansas City; Webb, Frank V., KFH Wichita; Weir, Bud, KJCK Junction City; Weis, Pierre, World Broadcasting System, New York; Wells, Monty, KLPR Oklahoma City; Wilson, Jay, Southwestern Bell Telephone Co., Topeka.

AMONG those at NARTB District 12 meetings were (seated l to r) Fred Conger, WREN Topeka; Greg Reeser, RCA Thesaurus, Chicago; John Esau, KTUL Tulsa; standing, are Cy Casper, WBBZ Ponca City, Okla.; Ben Ludy, WIBW Topeka, and Allan Page, KSWO Lawton, Okla.

AT speakers' table were (seated, l to r) Harold E. Fellows, president, NARTB; Jack Todd, KAKE Wichita, NARTB director; D. C. Sperry, Oklahoma Tire & Supply Co., Tulsa; standing, Eddie Wilkinson, Oklahoma Tire & Supply Co., H. W. Slavick, WMC WMCT (TV) Memphis, and Grover Cobb, KVGB Great Bend, Kan.

HIGHER RECORDING FIDELITY

May Result From Bureau of Standards Device

THE PROBLEM was to establish high fidelity speech standards for records used in the Library of Congress "talking books" for the blind. The answer was development by the National Bureau of Standards of a device permitting measurement of the most minute sound used in pronouncing a vowel or consonant. The result may be higher fidelity for radio and TV recordings.

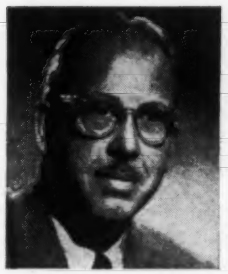
NBS was called in by the Library of Congress, which has been supplying "talking books" to blind "readers" for more than a decade, to set up specifications for the purchase of records and reproducers.

In setting up a technique to study speech records, a spectogram of the recorded speech was used, but NBS scientists found there was no device that could present visually all the variations of a speech sound. A Panoramic Analyzer, which normally sweeps through the audio frequency range once a second, was modified to provide a higher rate so all the frequencies in a syllable could be shown on a cathode ray tube. These were photographed so they could be studied in arriving at specifications for "talking books."

NBC Election Plans

NBC claimed last week it will install the "most elaborate radio and television news center in broadcasting history" in its Radio City headquarters in New York on election night. Staff of 500 men will process and report latest developments gathered by some 1,000 newsmen with NBC affiliated stations throughout the country in addition to coverage of political headquarters in New York and Washington by TV camera crews and reporters with tape-recording equipment, officials said. An "electronics brain," a huge tabulator, is to be used in New York to give rapid tally on returns in key contests.

XUM



WHK GENERAL MANAGER

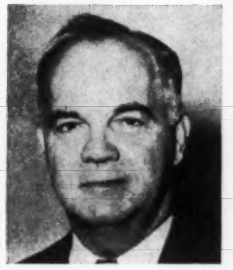
"As Ohio's pioneer station — on the air since 1923 — we've tried just about every wire service. We're sticking with the best — AP!"

K. K. Hackathorn, General Manager
WHK, Cleveland, Ohio

WHK SALES MANAGER

"Our salesmen like the idea of selling news that carries the prestige of the world's biggest news agency."

J. B. Maurer, Sales Manager
WHK, Cleveland



WHK ACCOUNT EXECUTIVE

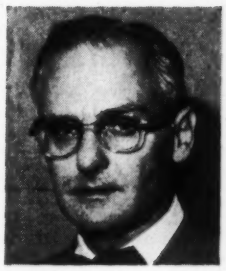
"AP's reputation for fast, accurate service makes it easy when I go to a client to renew a newscast contract. Half my selling job is done by having AP."

Joseph A. Beres, Account Executive
WHK, Cleveland

WHK NEWS EDITOR

"For reliability, I stick with AP — especially on the tough stories that break fast. And salutes to AP's Cleveland Bureau for fast action on our requests and questions!"

Wayne Skakel, News Editor
WHK, Cleveland



WHK SPONSOR

"Marshall's has been using AP news on all ten weekly newscasts for ten years. We feel that AP news coverage is the finest available."

E. V. Swisher, Merchandising Manager
The Marshall Drug Company, Cleveland

at WHK, Cleveland

they all prefer AP NEWS

For full details on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS"

What a heavenly spot, Mr. Hooper!

WOODland! AM

WOODlanders (the prosperous inhabitants of greater Grand Rapids — the marketing center of Western Michigan) have three good reasons for walking on clouds . . .

- Most families own **at least one** car
- Most families own **at least one** house
- Most families listen **to one** radio station

That station, of course, is WOOD . . . Grand Rapids' only 5000-watt station . . . where home-grown personalities, on locally produced shows, vie capably with network.

Compare, for example, the lofty ratings of WOOD's locally produced programs . . . with those of stations B, C, D and E. (Quoting chapter and verse by Dr. Hooper*) . . .

Monday - Friday 8:00 a.m. to 6:00 p.m. (average ratings)

WOOD	B	C	D	E
3.5	2.7	2.6	2.7	2.3

Monday - Friday 6:00 p.m. to 7:30 p.m. (average ratings)

WOOD	B	C	D	E
5.9	2.4	3.5	Daytime Only	

The sales results you get from programs like these are, quite naturally, supernatural. And the low cost per thousand is positively out of this world, especially when you consider your bonus coverage of nine *additional* counties!

Obviously, a heavenly spot, for spots — and programs, too!

* — C. E. Hooper — Fall-Winter, '51 - '52

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

H. M. Bitner, President *H. M. Bitner, Jr., Vice President*

NBC — 5,000 Watts

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

Strictly Business

(Continued from page 18)

an opportunity to select exactly those markets in which he needs to do a selling job. In buying a top-budgeted production like *All American Game of the Week* or *Front Page Detective*, starring Edmund Lowe, the advertiser is buying a superior program, comparable to and in many cases better than live network productions. And he is paying only for those cities he must concentrate in.

"To the local and regional advertiser, such programming offers an opportunity to buy, on a share-the-cost basis, a top-grade audience puller. It also enables him to present, as his very own in the community or region, a program with national promotion and prestige. It is a decided 'plus' for a local or regional merchant. . . ."

Mr. Robeck said the purchase of such programming also would bring rate and other advantages which have added up to the tremendous growth of the filmed-syndication industry these past few years.

Media Background

In setting up his sales organization, Mr. Robeck chose men with media background because they "must be able to help station buyers with their presentations to sponsors" and at the same time "aid advertisers in working out merchandising and promotional ideas built around the programs."

Going a step further in his sales philosophy, Mr. Robeck says selling and distribution organizations such as Consolidated have a definite responsibility.

Besides keeping standards high, he says, "we must sell and distribute only programs which are well produced and 'commercial.' It is the duty of organizations such as ours to insure the continued good faith of stations and advertisers towards our growing industry."

A native of Marinette, Wis., Mr. Robeck was born May 18, 1917. His family moved to Hollywood shortly after.

After his graduation from Hollywood High School in 1934, he joined the Merchant Marine for three years. He then enrolled in the U. of California at Los Angeles, majoring in psychology.

He went to work as a CBS Hollywood guide in 1940. A year later he was with the Air Force, serving in World War II as a bombardier. He flew 14 missions over North Africa before his plane was shot down in August 1943. A year of hospitalization in Africa and in the U. S. followed before he returned to duty at Okinawa. Mr. Robeck held the D.F.C. Air Medal with two oak leaf clusters and the Purple Heart. He left the service early in 1948, a first lieutenant.

Returning to CBS Hollywood, he soon was named Western Div. farm director and wrote, produced and announced six quarter-hour programs weekly. He was on the job daily at 3 a.m. to prepare for a 6 a.m. broadcast.

Later, he served for six months as assistant to the regional director of special events and public affairs. Moved to the promotion department, he was appointed merchandising manager of KNX and the Columbia Pacific Network.

When KTTV (TV) Hollywood, then 49% owned by CBS, with the *Los Angeles Times* 51% stockholder, went on the air Jan. 1, 1949, Mr. Robeck joined the station as an account executive. By mid-1950 he was assistant sales manager.

Mr. Robeck was national sales manager of Consolidated Television Productions Inc. in Aug. 1951. When Consolidated agreed on a merger with Jerry Fairbanks Inc., he was made general manager of Consolidated Television Sales, Aug. 1, 1952. The firm is owned by the *Los Angeles Times* and Hallett Mfg. Co. of that city.

He was married to the former Gertrude Mann Aug. 5, 1944. The Robeck household is located in suburban Brentwood, just 25 minutes from Hollywood & Vine. Victoria Susan, 6, and Stephan Peter, 4, are their children.

A Delta Tau Delta, he also is a member of Town Hall, a current events discussion group. Sailing is his chief hobby.

DIRECTORS GUILD

Holds Strike Meet Tomorrow

RADIO & Television Directors Guild in Hollywood has called a membership strike meeting for tomorrow night (Tuesday), following a stalemate of its negotiations with CBS-TV, NBC-TV and ABC-TV on wages, working conditions and air credits.

Covering some 195 staff and free lance directors, associate directors and floor managers, RTDG is asking the same wage scale that exists in New York. Negotiations began Aug. 8. Guild also is in negotiation with CBS Radio and NBC radio. Its contract with ABC radio, which has been in effect for the past two years, expires in February 1953.

RTMA Sports Committee

SEVEN-MAN Sports Committee was appointed Tuesday by John W. Craig, Crosley Div., chairman of the Radio-Television Mfrs. Assn. Set Div. J. B. Elliott, RCA Victor, was re-appointed chairman. The committee guides RTMA sports activities to promote cooperation among sports and radio-TV groups. Other committee members are A. A. Brandt, General Electric Co.; John F. Gilligan, Philco Corp.; Dan D. Halpin, Allen B. DuMont Labs.; William H. Kelley, Motorola Inc.; Walter L. Stickel, Hoffman Radio Corp.; L. C. Truesdell, Zenith Radio Corp.

IRE AWARDS

Dr. Miller Wins '53 Medal of Honor

SELECTION of Dr. John M. Miller of the Naval Research Lab. as winner of the Institute of Radio Engineers' Medal of Honor for 1953 was announced last week, along with winners of other honors and elevation of 49 to IRE's top membership grade of Fellow.

The awards will be presented March 25 at the annual banquet during IRE's national convention in New York.

Dr. Miller, superintendent of the Naval Research Lab.'s Radio Div. 1, Washington, D. C., was selected for IRE's highest award "in recognition of his pioneering contributions to our basic knowledge of electron tube theory, of radio instruments and measurements, and of crystal oscillators."

Among contributions credited to him were "the first single-dial receiver of commercial importance, and a radio circuit for high fidelity reception which is still being used in almost every radio receiver manufactured."

The 1953 Morris Liebmann Memorial Prize for a recent contribution to the radio art went to John A. Pierce, senior research Fellow at Harvard U., noted for contributions to the development of the Loran system of long-range radio navigation and, more recently, for his conception of the RADUX system of long-range navigation now under development for the government.

The Vladimir K. Zworykin Television Prize Award was voted to Frank Gray, Bell Telephone Labs. research engineer, who was credited with developing, in the early 1930s, principles whose importance has been recognized only recently, and which are embodied in the color TV system being developed by the industry-wide National Television System Committee.

Recipients of the IRE Fellow award, effective Jan. 1:

★

Edward W. Allen Jr., FCC chief engineer; Jean P. Arnaud, Direccion General Fabricaciones Militaros, Buenos Aires; Benjamin B. Bauer, Shure Bros. Inc.; Leonard J. Black, professor, U. of California; J. W. Bell, Smith & Stone, Georgetown, Ont.; H. G. Booker, professor, Cornell U.; William E. Bradley, research director, Philco Corp.; John L. Callahan, RCA Labs. and RCA Communications; K. A. Chittick, RCA Victor Div.; Arthur A. Collins, Collins Radio Co.

Edward U. Condon, Corning Glass Works; W. W. Eitel, Eitel-McCullough; Harry Faulkner, British Post Office, London; Enoch B. Ferrell, Bell Telephone Labs.; Warren R. Ferris, Naval Research Lab.; Lyman R. Fink, General Electric Co.; Lawrence R. Hafstad, Atomic Energy Commission; F. Hamburger Jr., Johns Hopkins U.; Lewis B. Headrick, RCA Victor Div.; Philip J. Herbst, RCA Victor Div.; John Hessel, Signal Corps Engineering Labs.; Hans E. Hollmann, U. S. Naval Air Missile Test Center, Point Mugu, Calif.; T. A. Hunter, Hunter Mfg. Co.; Eric J. Isbister, Sperry Gyroscope Co.; Edward C. Jordan, professor, U. of Illinois.

Frank G. Kear, Kear & Kennedy; Ronold W. P. King, professor, Harvard U.; Royce G. Kloeffler, Kansas State College; Edmund A. LaPort, RCA International Div.; Russell R. Law, RCA Labs. Div.; William A. MacDonald, Hazeltine Electronics Corp.; Jack A. McCullough, Eitel-McCullough; J. A. Morton, Bell Telephone Labs.; Allen B. Oxley, RCA Victor Co., Montreal; Albert Preisman, Capitol Radio Engineering Institute; John C. R. Punchard, Northern Electric Co., Belleville, Ont.; Jan A. Rajchman, RCA Labs. Div.; J. A. Ratcliffe, Cambridge U.; Stephen O. Rice, Bell Telephone Labs.

Walter Richter, electrical engineering consultant, Milwaukee; A. A. Roetken, Bell Telephone Labs.; William M. Rust Jr., Humble Oil & Refining Co.; Jorgen Rybner, professor, Royal Technical U. of Denmark; Daniel Silverman, Stanolind Oil & Gas Co.; Archie W Straiton, professor, U. of Texas; Irven Travis, Burroughs Adding Machine Co.; Bertram Trevor, RCA Labs. Div.; Harry W. Wells, Carnegie Institution of Washington; Charles J. Young, RCA Labs. Div.

KTFI AIDS FAIR

Promotion Spurs Attendance

TWIN Falls, Ida., County Fair promotion was sagging. A new approach obviously was needed to spur interest and boost attendance. KTFI Twin Falls found that new approach and the fair enjoyed perhaps its most successful season.

KTFI dug the new angle from Dept. of Agriculture releases which show that Twin Falls County has a right to be proud of its achievements. The station praised farmers and showed non-farmers how prosperity had been brought to the county by farmers. It urged all to attend.

Due in part to KTFI efforts, the four-day fair was host to nearly 26,000 visitors. The promotion received noteworthy praise from the mayor, the county commissioners, the Chamber of Commerce, the Fair Board, the Granges, businessmen and farmers alike.

NEW DAYTIMER

KCRB Takes Air Oct. 15

KCRB Chanute, Kan., 1460 kc with 1 kw daytime, is to begin operations about Oct. 15, it was announced last week. The new station is owned by Cecil W. Roberts, who holds licenses also for KCLO Leavenworth, Kan., and KREI Farmington, KCHI Chillicothe and KNEM Nevada, all in Missouri.

General manager of KCRB will be Jerrell Henry. The station is to have fulltime studios in nearby Iola, Kan., with Tom Irwin, manager there.

Struthers Gets Post

HARVEY J. STRUTHERS, WEEI Boston general manager, has been elected director of the Advertising Club of Boston, to complete the term of William B. McGrath, WHDH Boston managing director, who has resigned his directorships in the ad club and NARTB District 1. Mr. Struthers came to WEEI in January 1951 as assistant general manager, taking his present position when Harold E. Fellows left in April 1951 to become NARTB president.

What a romantic place, Mr. Pulse!

WOODland! TV

WOODlanders (the prosperous folk of Grand Rapids, Muskegon, Battle Creek, Kalamazoo and surrounding territory) find their hearts beat as one . . . when it comes to watching WOOD-TV.

According to Pulse*, WOODlanders palpitate — both to network programs and to an unusual variety of local live programs — Monday, Tuesday and always. Or, more specifically . . .

		WOOD's Share of Audience
Monday - Friday	10 a.m. - 12:00	90%
	12:00 - 6:00 p.m.	60%
	6:00 p.m. - 12:00	51%
Saturday	10 a.m. - 12:00	85%
	12:00 - 6:00 p.m.	63%
	6:00 p.m. - 12:00	58%
Sunday	12:00 - 6:00 p.m.	63%
	6:00 p.m. - 12:00	50%

Incidentally, WOOD-TV offers you much more than affection. To wit:

- 225,000 TV families
- The only live TV facilities outside Detroit
- Michigan's largest outstate market

Want to feel our Pulse?

** — Survey of Grand Rapids, Battle Creek, Muskegon, Kalamazoo — February, '52.*

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

H. M. Bitner, President *H. M. Bitner, Jr., Vice President*

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency

From Maj. White's Introduction Sept. 18, 1927

CBS PASSES THE 25-YEAR MARK

ON THE EVENING of Sept. 18, 1927, radio listeners heard a familiar voice, that of Maj. J. Andrew White, a top announcer of the day, introducing a new network, Columbia Broadcasting System, and its premiere program, "The King's Henchman," an American opera by Deems Taylor and Edna St. Vincent Millay.

With that, broadcast competition entered the radio network field, and has raged for a quarter-century as Columbia Broadcasting System vied with the older (by nearly a year) Red and Blue networks of NBC.

But the CBS story really began a year before when a promoter named George A. Coats addressed NAB's fourth convention on the pressing subject of ASCAP's performance rights fees. As Gleason Archer recalls in his *Big Business and Radio*, Mr. Coats urged broadcasters to fight ASCAP by organizing "a great radio program bureau."

Sold by his own eloquence, Mr. Coats forthwith contacted Arthur Judson, manager of the Philadelphia Symphony and New York Philharmonic - Symphony Orchestras, and on Sept. 20, 1926, Judson Radio Program Corp. was formed in New York.

When NBC rejected a proposal for an artists' bureau to be headed by Mr. Judson, he and Mr. Coats determined to form their own network and on Jan. 27, 1927, United Independent Broadcasters came into being. Mr. Coats and Mr. Edward Ervin, an associate of Mr. Judson's who had invested in the new company, signed up 16 stations on a novel affiliation plan whereby the network was to purchase 10 hours a week from each station at $50 an hour.

* * *

PRESIDENT STANTON
. . . in post since 1946

THIS IS a "then and now" picture of CBS Board Chairman William S. Paley as he appears now on the occasion of the network's 25th anniversary, and (at right) as he looked in the early days of CBS.

* * *

Where to find sponsors to pay for this $8,000 a week, plus other costs, and how, without either capital or clients, to get telephone lines to connect the stations, loomed as almost insurmountable problems. Then Mr. Coats met Louis Sterling, a Columbia Phonograph Co. official, who was alarmed over rumors of a merger of Victor Talking Machine Co. with RCA. Beating Victor to the punch, Columbia made a fast deal to take over the 10 hours a week, to be resold to other advertisers while Columbia advertised its own products through network identification announcements on "the Columbia Phonograph Broadcasting System." For the name change the phonograph concern paid $163,000, according to *Big Business and Radio*.

Armed with cash, UIB secured telephone lines and on CPBS broadcast its first program over a network extending from WOR New York to KMOX St. Louis. Other original affiliates were WNAC Boston, WEAN Providence, WMAK Lockport, N. Y., WFBL Syracuse, WCAU Philadelphia, WCAO Baltimore, WJAS Pittsburgh, WADC Akron, WAIU Columbus, WKRC Cincinnati, WGHP Detroit, WOWO Fort Wayne, WMAQ Chicago, KOIL Council Bluffs, Iowa.

When a month put the network $100,000 in the red, Columbia Phonograph, which was paying time and talent costs, decided to exercise the 30-day cancellation clause in its contract. Mr. Judson went to Dr. Leon Levy, WCAU owner, for help and arranged to sell the network to Jerome H. Louchheim, millionaire Philadelphia sportsman. The deal was completed against advice of Mr. Louchheim's lawyer, Ralph Colin, who soon became a CBS director and general counsel, and the network shortened its name to Columbia Broadcasting System.

To give CBS a fighting chance, the $8,000 a week to affiliates needed to be reduced, so Maj. White, now president, toured the network, securing more reasonable contracts. Even so, losses mounted and Mr. Louchheim began looking for a way out.

* * *

ONE of the few CBS sponsors was Congress Cigar Co., whose *La Palina Smoker* sales had been raised from 400,000 to one million a day and concurrently raised the curiosity in radio of the company's advertising manager, 27-year-old William S. Paley, almost to the boiling point. Learning CBS was for sale, he persuaded relatives to join him in buying it, and when the transfer took place — Sept. 2, 1928—took a three-month leave to whip the network into shape. Within a month Bill Paley realized his future lay in broadcasting and settled down to turn CBS into a money-making venture.

His first move combined network (CBS) and operating company (UIB) into a single corporation; he then acquired the kind of executives to make it a success. Maj. White stayed on as managing director until 1930; Arthur Judson merged seven concert bureaus into Columbia Concerts Corp., a subsidiary insuring CBS adequate talent.

To handle station relations, Mr. Paley in February 1929 persuaded Comr. Sam Pickard to resign from the Federal Radio Commission. Herbert V. Akerberg, who subsequently succeeded Mr. Pickard as station relations head, was hired from Bell Labs., which had sent him to install new equipment at WABC New York, after that station re-

(Continued on page 46)

CBS GROSS BILLINGS

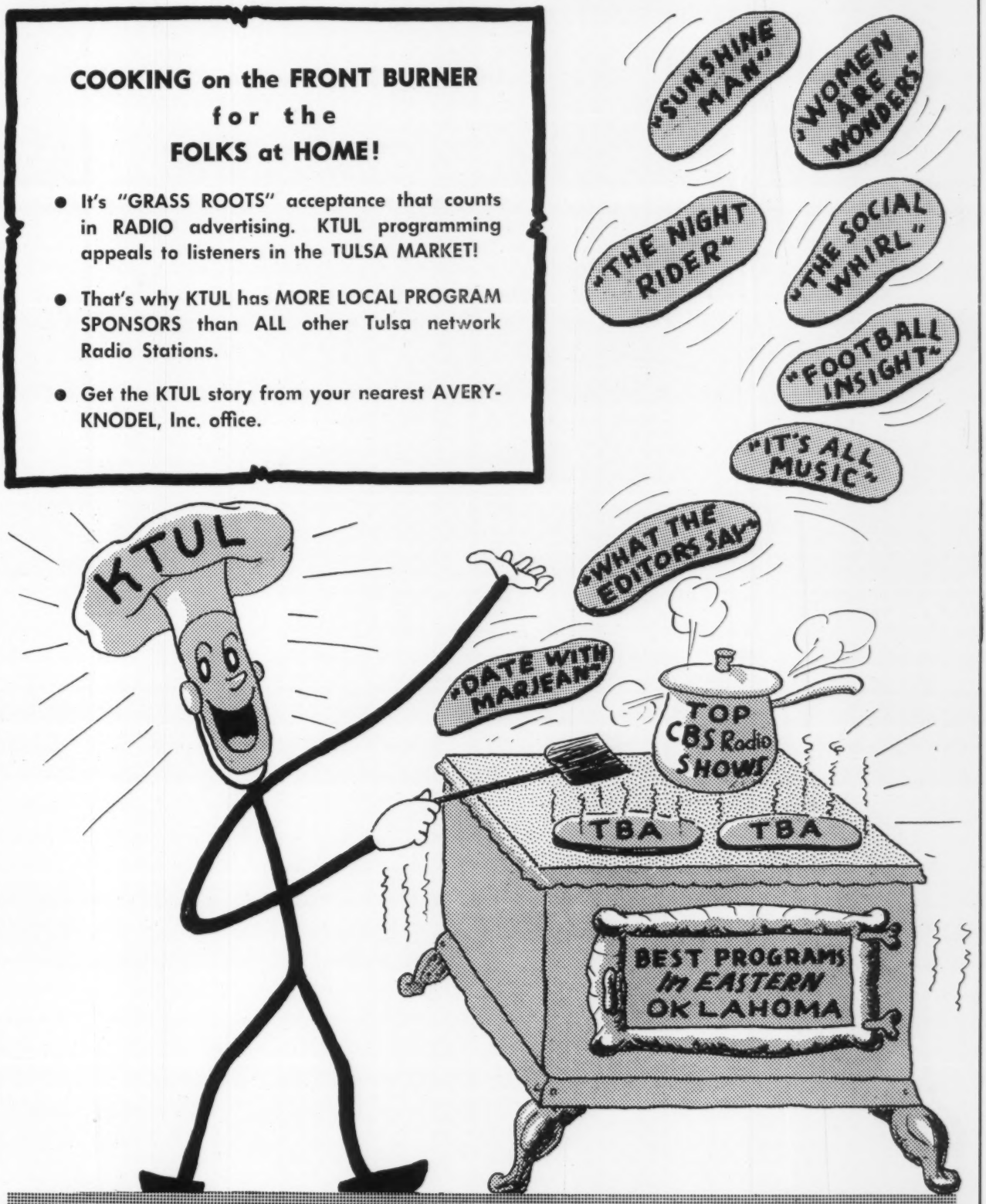
1927	$72,500
1928	1,447,308
1929	4,785,981
1930	7,605,203
1931	11,895,039
1932	12,601,885
1933	10,063,566
1934	14,825,845
1935	17,637,804
1936	23,168,148
1937	28,722,118
1938	27,345,397
1939	34,539,665
1940	41,025,549
1941	44,584,378
1942	45,593,125
1943	57,951,744
1944	66,791,319
1945	65,724,851
1946	60,063,905
1947	59,250,964
1948	62,265,105
1949	63,403,583
1950	70,744,669
1951	68,784,773

EDITOR'S NOTE: Source, 1927-'46 BROADCASTING YEARBOOK; 1947-'51, Publisher's Information Bureau.

XUM

COOKING on the FRONT BURNER
for the
FOLKS at HOME!

- It's "GRASS ROOTS" acceptance that counts in RADIO advertising. KTUL programming appeals to listeners in the TULSA MARKET!
- That's why KTUL has MORE LOCAL PROGRAM SPONSORS than ALL other Tulsa network Radio Stations.
- Get the KTUL story from your nearest AVERY-KNODEL, Inc. office.



The AUDIENCE ACTION STATION

KTUL Radio TULSA

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

CBS Passes The 25-Year Mark

(Continued from page 44)

placed WOR as CBS key outlet. He joined CBS as head of planning and development.

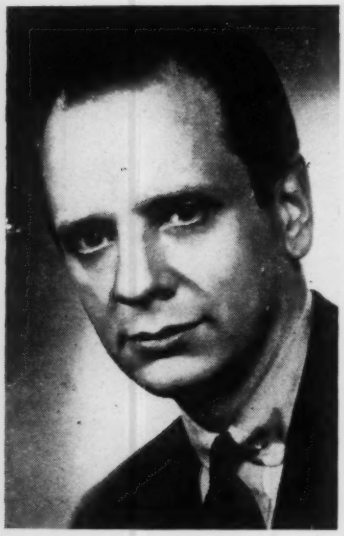
Edward Klauber, night city editor of the *New York Times*, joined CBS in 1930, soon becoming executive vice president. Lawrence W. Lowman, a Paley classmate at U. of Pennsylvania, became vice president in charge of operations. From Lennen & Mitchell, Mr. Paley attracted two more top men, Hugh K. Boice to head sales and Paul W. Kesten to handle sales promotion.

Henry Bellows, WCCO Minneapolis general manager and a former Federal Radio Commission member, became CBS midwestern vice president when CBS acquired WCCO ownership. Mefford R. Runyon joined CBS as accountant in 1931, becoming, successively, comptroller, vice president and director. H. Leslie Atlass became Chicago executive in 1931 after CBS completed purchase of WBBM Chicago from Leslie Atlass and his brother, Ralph. CBS had bought part interest in WBBM in 1929 from the two brothers, who started the station in Lincoln in 1923, moving it to Chicago in 1925.

* * *

EDWARD KLAUBER
Chairman of Executive Committee in 1943

* * *



PAUL W. KESTEN
Vice Chairman of Board in 1946

Frederic Willis, with a finance and advertising background, became head of public service programming, as assistant to the president. In 1930, when radio often was regarded even by broadcasters as "nothing but a huge three-ring vaudeville and circus," as BROADCASTING • TELECASTING commented some years later, Mr. Paley was "already evincing the unique sense of awareness for which he has since become so distinguished, and he was already looking forward to the day when American broadcasting would rapidly and necessarily evolve into a great cultural medium."

Meanwhile, CBS finances and personnel received the Paley treatment. After reorganizing CBS' capital structure for a bookkeeping credit of $340,000, enabling CBS to show a 1929 profit of nearly half a million dollars, the young network president negotiated a Hollywood alliance — giving CBS access to movie talent. Through an arrangement with Adolph Zukor, half the CBS shares went to Paramount-Publix Corp. in exchange for 59,000 shares of the movie company's stock which then—September 1929—was selling at $65 a share.

Paramount-Publix agreed that on March 1, 1932, it would repurchase its stock at $85 a share, but only on the apparently unlikely condition that CBS, meanwhile, had earned a net profit of $2 millon or more. When that date arrived, the CBS net was nearly $3 million and Paramount was faced with paying $35 a share for stock then valued at less than $10. Mr. Paley promptly seized this opportunity to regain full CBS ownership by accepting the CBS stock back from Paramount in lieu of $5 million cash.

By this time, the American public thought of CBS as the source of Ida Bailey Allen's *National Homemakers' Club*, of Ted Husing's sports broadcasts, of *The March of Time* and of Bing Crosby, Paul Whiteman and Alexander Woollcott. In October 1930, CBS began broadcasting the Sunday concerts of the New York Philharmonic-Symphony Orchestra.

* * *

EARLIER that year, CBS had covered the London Five-Power Naval Disarmament Conference, one of radio's first major jobs of trans-Atlantic reporting. And shortly before Christmas CBS aired the voice of Henrik Willem Van Loon from Amsterdam in the first foreign pick-up of a commercial program. That series also made radio history as the first network co-op program, a pre-Christmas series of talks on gems and precious metals sponsored by local jewelers in a number of cities, with commercials cut in locally by the CBS outlets.

NORMAN BROKENSHIRE, announcer for the Chesterfield programs in the '30s, faces the sextet of stars who appeared on the shows. Shown returning his smile are (clockwise, starting at top), Ruth Etting, songstress; Arthur Tracy, the famed "Street Singer," the Boswell Sisters, leading vocal trio, and Nat Shilkret, orchestra leader.

* * *

Although CBS in 1930 sold more than $7.6 million in time (before discounts), NBC sales were nearly three times that amount and CBS salesmen had a hard time explaining away NBC programs at the top of the Crosley Rating list. To provide ammunition, Paul Kesten conceived the first study of network popularity.

The accounting firm of Price, Waterhouse & Co. was employed to send 200,000 cards to radio owners in 67 cities asking, "What radio station do you listen to most?" The answers, showing more CBS affiliates were listened to more frequently than other stations, helped boost CBS' 1931 sales to nearly $12 million gross, despite the depression.

The following year CBS underwrote a survey to test radio's sales effectiveness by checking use of brand products, both those advertised on the air and those not so advertised, in radio and in non-radio homes. Conducted by Robert S. Elder, then assistant professor of marketing at Massachusetts Institute of Technology, this study showed radio families purchased more radio-advertised goods and fewer non-radio-advertised articles than non-radio families and that furthermore, the proportion of homes using radio-advertised products went up as average listening time increased.

On July 21, 1931, Mayor Walker of New York officiated at the inaugural of the network's experimental TV station, W2XAB, forerunner of WCBS-TV, which telecast 60-line images on a regular daily schedule for a year and a half, under direction of William Schudt Jr., now director of CBS station relations. W2XAB used transmitting equipment developed by William B. Lodge, CBS development engineer, now vice president in charge of engineering.

That fall Wrigley gum was first advertised on radio, its *Myrt and Marge* serial attracting wide interest by going on CBS at 7-7:15 p.m., opposite *Amos 'n' Andy*, then the most popular program on the air. CBS also made news with its migrating microphones, which originated programs in a moving train, on an aquaplane, in a balloon ten miles above the earth and a bathysphere 2,200 feet below sea level.

By March 1932, the CBS network comprised 91 stations—five

(Continued on page 48)

"MYRT and MARGE," heroines of a 1931 serial drama which was Wm. Wrigley Jr. Co.'s first radio vehicle, daringly placed on CBS opposite *Amos 'n' Andy* (then radio's top attraction) on NBC. Portrayed as sisters in the drama, "Myrt" was Myrtle Vail, who also wrote the series, and "Marge" was her daughter, Marge Damorel.

what makes WLAC click:

Programming with personalities who draw, hold and SELL listeners!

This is ***GENE NOBLES,*** WLAC's famous all-night disc jockey, who for five years has held the undisputed claim to selling more recordings by direct mail than any other announcer in the world. His average of 2,000 orders per day the year 'round has never been challenged.

This is ***ANDY WILSON,*** one of WLAC's many popular folk music (hillbilly) stars, whose (December, 1951) achievement of pulling 40,952 pieces of mail from 3,387 towns in 25 states in three weeks gives him top billing in this field of entertainment.

This is ***AUDREY HOLMES,*** the "Question-Answer Lady" of the CBS Garden Gate show, whose own "Lady of the House" program on WLAC has frequently led all daytime Hooperatings in Nashville. Her sales ratings on products advertised have kept pace with her Hooperatings.

This is ***YOUR ESSO REPORTER,*** now in his 13th year of 4-a-day news broadcasting for the Esso Standard Oil Company. Over 16,000 programs for a single sponsor earns for WLAC a niche in radio's Hall of Fame.

This is ***MARY MANNING,*** producer and announcer of two of WLAC's most sought-after shows—"Woman's World" and "Interesting People". An independent survey proved that, out of four media used, her advertising messages were the most often remembered.

This is ***F. C. SOWELL,*** WLAC's radio-newspaper editor (and general manager) whose weekly summary of news from county newspapers has cemented strong bonds of friendship between WLAC and the rural editors. Over 1,000 complimentary press notices in 5 years.

All these and many more—plus radio's best network programming, via CBS Radio, combine with 50,000 watts power to make WLAC a productive station.

WLAC - Nashville's SALES Power Station

THE KATZ AGENCY, INC., NATIONAL ADVERTISING REPRESENTATIVES

XUM

CBS Passes The 25-Year Mark

(Continued from page 46)

owned outright (WABC New York, WBBM Chicago, WBT Charlotte, WCCO Minneapolis and WKRC Cincinnati)—with CBS also owning 51% of KMOX St. Louis and leasing WPG Atlantic City.

In July, CBS page boys with lapel mikes interviewed delegates at the 1932 political conventions in Chicago. On Sept. 1, the hook up charge for West Coast stations was eliminated and rates reduced for the South Atlantic group. Chrysler Corp. in November bought a 25-city CBS network to hold a nationwide meeting of some 75,000 Plymouth dealers and salesmen, insuring this first radio sales meeting for $500,000 against line breaks or equipment failure. In a 1932 sequel to his 1931 study, also financed by CBS, Dr. Elder found sales of radio-advertised products in radio homes 35% ahead of non-radio homes.

In February 1933, CBS broadcast an eye-witness account of the attempted assassination of President-elect Roosevelt in Miami that same evening, arranged by E. K. Cohan, CBS technical director, vacationing in Miami. Newspapers' resentment at such rapid transmission of news to the public, fanned by radio's emergence as a competitor for advertising, led publishers to refuse news to the networks. So CBS formed Columbia News Service, headed by Paul White, which aired two five-minute newscasts a day under General Mills sponsorship.

Legalization of beer and the end of prohibition, both covered by CBS on-the-scene, led to a CBS decision to accept beer and wine advertising but not liquor. A new "transition" rate of two-thirds the nighttime scale was instituted for the 6-6:30 p.m. period after a drop in business early in the year. By fall the tide had turned and CBS raised rates of some of its major market stations.

In the opening weeks of 1934 the press-radio war ended and, with establishment of the Press Radio Bureau, which provided two five-minute newscasts a day, CBS dropped its news collecting. On-the-scene special events coverage increased, however, and CBS developed a technique of dramatization which brought "concise, fast-moving accounts of still other out-

(Continued on page 50)

MAJ. J. ANDREW WHITE, founder of CBS, is shown in 1951 at the microphone of KNX Los Angeles during his program on that station.

CBS' ORIGINAL NETWORK

Started With 16 Outlets

TWENTY-FIVE years ago last Thursday, Maj. J. Andrew White, vice president (and later president) of CBS, himself read the announcement that first told the listening public that a new network was beginning operations.

Even for such a broadcasting veteran as Maj. White, who in 1921 had made radio history by broadcasting a blow-by-blow description of the championship fight between Jack Dempsey and Georges Carpentier over a two-station hookup (WJZ New York and WGY Schenectady), the opening CBS network announcement was a mouthful. It read:

"Good evening, ladies and gentlemen.

"This is the Voice of Columbia.

"The Columbia Broadcasting System is owned and operated by the Columbia Phonograph Co. Our programs originate in the New York studio of WOR of Newark, N. J. The system comprises the following stations:

"WEAN Providence, R. I.; WNAC Boston, Mass.; WFBL Syracuse, N. Y.; WMAK Buffalo-Lockport, N. Y.; WCAU Philadelphia, Pa.; WJAS Pittsburgh, Pa.; WADC Akron, Ohio; WAIU Columbus, Ohio; WKRC Cincinnati, Ohio; WGHP Detroit, Mich.; WMAQ Chicago, Ill.; KMOX St. Louis, Mo.; WCAO Baltimore, Md.; KOIL Council Bluffs, Ia.; WOWO Fort Wayne, Ind., and to the entire civilized world through its low wave station at Fort Wayne, Ind."

At that time, WEAN Providence and WNAC Boston were owned by the Shepard Stores in those cities, with John Shepard 3d the chief executive of both stations. WEAN broadcast on 550 kc, with power of 500 w daytime and 250 w at night. WEAN had begun broadcasting in 1922; WNAC in the same year.

WFBL Syracuse was owned by the Onondago Hotel and the *Post-Standard*. It broadcast on 1490 kc, with 1 kw. Sam Cook was manager. WFBL first went on the air in 1922.

WMAK Buffalo - Lockport was owned by Norton Laboratories. It broadcast on 900 kc with 750 w. I. R. Lounsberry, now WGR president, was manager. The station (now WGR) started operations in 1922.

WCAU Philadelphia was licensed to Universal Broadcasting Co. It broadcast on 1170 kc with 10 kw. Dr. Leon Levy was in charge of the WCAU operations.

WJAS Pittsburgh was owned by the Pickering Stores and the *Pittsburgh Sun-Telegraph*. It operated with 1 kw on a frequency of 1290 kc. Hugh Brennen was the head of the station, which began broadcasting in 1921. His son, H. K., is now operating head.

WADC Akron had three owners —Allen Theatre, the *Beacon-Journal* and the *Times-Press*. Its power was 1 kw; it broadcast on 1320 kc; its manager was Allen T. Simmons, now owner as well. WADC began broadcasting in 1925.

WAIU Columbus was licensed to American Insurance Union and had gone on the air in 1921. It broadcast on 640 kc with 500 w power. Manager was Herbert V. Akerberg, now CBS vice president in charge of station relations. WAIU later became WHKC.

WKRC Cincinnati was owned by Kodel Radio Corp. Its frequency was 550 kc; its power was 500 w. Gene Mittendorf was manager. WKRC went on the air in 1926.

WGHP Detroit (now WXYZ) was owned by George Harrison Phelps, who also headed its operating staff. On 1240 kc, its power was 750 w. The station was started in 1925.

WMAQ Chicago was owned by the *Chicago Daily News* (and now by NBC). In 1927 it operated with 5 kw on 670 kc. Its manager was the radio editor of the *News*, William S. Hedges, now NBC vice president in charge of integrated services. WMAQ went on the air in 1922.

KMOX St. Louis was owned by the *St. Louis Globe-Democrat;* today it is a CBS-owned station. It operated with 5 kw power on 1090 kc. William West was manager. KMOX was licensed in 1925.

WCAO Baltimore was owned then (and now) by Monumental Radio Co. Beginning operations in 1922, in 1927 it broadcast with 250 w on 600 kc. Manager was J. Thomas Lyons.

KOIL Council Bluffs belonged to Mona Motor Oil Co. Licensed in 1925, it broadcast on 1260 kc, with 2.5 kw daytime, 1 kw at night. Don Searle, now vice president and manager of KOA Denver, was manager of KOIL in 1927. KOIL, now Omaha, currently is owned by Central States Broadcasting Co.

WOWO Fort Wayne was owned by Main Auto Supply Co. in 1927; today it is one of the Westinghouse Radio Stations. Licensed in 1925, WOWO broadcast the first CBS program with 10 kw on 1160 kc. Its manager was Fred C. Zieg.

WOR Newark in 1927 was owned by Bamberger Broadcasting System, which had started it in 1922. In 1927 WOR used 5 kw power on 710 kc. Manager was Alfred J. McCosker, now retired. WOR today is one of the radio properties of General Teleradio Inc. WOR's affiliation with CBS ended after a few months, when WABC (now WCBS) first shared with it and then took over exclusively the position of New York key station of the Columbia Broadcasting System.

* * *

MICROPHONES of stations of the original CBS network as well as microphones of other pioneer outlets of the network are shown at CBS headquarters.

XUM

YOU MIGHT GET A 1600-LB. BULL MOOSE*—

BUT . . . YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

Fetzer Broadcasting Company stations give you incomparable coverage of the rich Western Michigan market—*and do it economically!*

WKZO-TV

WKZO-TV is Channel 3 . . . is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It serves a far bigger market than you'd guess—a 28-county area with a Net Effective Buying Income of more than two billion dollars. There are more than 200,000 television homes in these 28 Western Michigan and Northern Indiana counties, or more TV homes than are available in such cities as Atlanta, Houston, Rochester or Seattle. And here's the payoff: *An August 1952, Videodex Diary Study proves that WKZO-TV delivers 93.4% more television homes than Western Michigan's other TV station!*

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are consistently the top stations in their home cities. Together they deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—*yet they cost 20% less!* The rural picture is equally bright—the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in unduplicated daytime audience, a 52.9% nighttime increase!

Write direct for the whole Fetzer story. Or ask Avery-Knodel.

**F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

XUM

571,000
People with
$420,267,000
*Effective buying power**
LIVE and SPEND
in the
GOLDEN TRIANGLE

*From Sales Management

THE
ARKTEX
STATIONS

KCMC AM-FM — TEXARKANA, Ark., Tex.
Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced $145 millions in retail sales to 223,200 people in 1950. They *listen* to KCMC.

KWFC — HOT SPRINGS, Ark.
Over a half million visitors come annually to this world famous resort—a bonus market besides the 138,400 resident population. $91,822,000 retail sales in 1950.

KAMD — CAMDEN, Ark.
209,400 people in this industrial and agricultural area spend over $130 millions annually retail. Sell your product over their *home* station.

One Order
One Clearance
One Billing

FOR THE FULL DETAILS WRITE
Sold Singly or in Groups

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.

CUTTING ribbon in front of new CBS building at 485 Madison Ave., New York, at opening ceremonies Sept. 18, 1929, are William S. Paley, then CBS president, and Olive Shea (holding scissors), "Miss Radio of 1929." Flanking Mr. Paley on the right are Lucile Black, hostess-pianist; Miss Shea; Minnie Blauman, director of male quartet; G. Clayton Irwin Jr. (standing sideways), director of the 4th Radio World's Fair held at Madison Square Garden, and (on extreme right front) Lawrence W. Lowman, CBS vice president; G. Stanley McAllister, manager of building operations; Nicholas Corpologna, captain of CBS page staff; to left of Mr. Paley is Sam Pickard, director of station relations. At extreme left (reading to right) are unidentified lieutenant of CBS page staff; Joyce Conlon, secretary to director of press and publicity; Herbert B. Glover, director of press and publicity. Group also included Warren H. Pierce, executive director of sales; William H. Ensign, assistant to the president, and Hugh Cowham, radio representative of AT&T.

CBS Passes The 25-Year Mark

(Continued from page 48)

standing national and international events," as Mr. Paley stated in his annual report for 1934.

In February, CBS stock was changed from no-par value to a par value of $5, with five shares of the new stock exchanged for each share of the old, and a 50% stock dividend in December. Cash dividends of 25 cents a share for the first quarter and 50 cents for each succeeding quarter were declared, plus an extra fourth-quarter dividend of $1 a share. Year's net profits were $2,274,120.

CBS now had 97 stations to serve the nation's 21.4 million radio homes with 64.2 million listeners. Continuing audience research, CBS made studies on the "degree of penetration" of individual CBS programs, finding programs broadcast less than six months had been heard in more than two-thirds of total radio homes by an audience of 42 million. Working with universities on basic research, CBS distributed a study by Dr. Frank Stanton of Ohio State U. of the relative memory value of advertising copy seen or heard.

Henry A. Bellows resigned in 1934 to join the NAB executive staff, Harry Butcher succeeding as CBS vice president in Washington. General Foods and CBS made history with weekly broadcasts from the Byrd Expedition in Little America.

Early in 1935, CBS increased rates for basic stations 22.3% but with compensating discounts for many supplementaries, so that the boost for full network advertisers was only 3.1%. A new discount system was adopted, based on number of "station hours" used per week, with a 10% discount for 52-week broadcasting.

CBS also instituted new policies, limiting advertising on sponsored programs to 10% of the program time at night, 15% in the daytime; prohibiting advertising of laxatives and some other products; and establishing more exact standards for children's programs. Dr. Arthur T. Jersild, child psychologist, became consultant and Gilson Gray, from D'Arcy Co., was named commercial editor to administer the new policies.

* * *

PRESIDENT PALEY was radio's highest paid employe in 1935, receiving $169,097 in salary and bonus. CBS net profits were $2,810,079. A Joint Committee on Radio Research was set up under ANA, AAAA and NAB, with CBS and NBC jointly pledging $30,000 for preliminary studies. CBS' *Lux Radio Theatre* was first aired July 29.

In April 1936, CBS paid $1,250,000 for KNX Los Angeles, 50-kw key for a new West Coast CBS network to replace Don Lee Broadcasting System, whose contract with CBS expired. WEEI Boston was leased.

CBS in 1936 launched *Columbia Workshop* to experiment with new forms of presentation. The future of programming, however, was more affected by another new CBS program, *Professor Quiz*.

Six composers were commissioned to write new musical works for radio, and CBS aired the premieres the next summer. The first annual radio award of the Women's Auxiliary of the American Legion went to *Wilderness Road*, CBS children's series.

Two CBS surveys showed (a) the average home radio was in use 4.8 hours a day and (b) 250 "very rich" Boston families averaged three sets per home. CBS during 1936 grossed $27.8 million, earning net profits of $3,755,523.

In 1937 CBS began a $2 million studio-and-office building in Hollywood; in New York installation of a TV transmitter in the Chrysler Tower and studios in the Grand Central Terminal Bldg. were started. There were 114 affiliates. A CBS-financed survey by Dr. Daniel Starch found U. S. broadcasters providing more than 95 million family-hours of listening daily.

CBS' shortwave station, W2XE Wayne, N. J., began beaming a full daily program schedule to South America. In May, with power boosted to 10 kw, service to Europe was added, W2XE transmitting an average 54½ hours weekly to Europe and 38½ hours to South America. A shortwave bureau was set up in the program department.

CBS during 1937 grossed $34,239,896, with a net of $4,297,567. Dividends of $1.95 a share of the new $2.50 par value stock were paid. As in 1936, approximately 25% of profits were withheld for prospective capital requirements.

* * *

IN April 1938, as the FCC prepared for an investigation of network operations, Mr. Paley aired radio's case to the public over the network in his annual report as CBS president. He urged that regulations be kept to the minimum necessary to keep radio reception free from government interference.

With the Austrian Anschluss in March focusing attention on Europe, news chief Paul White inaugurated the world news roundup, with CBS correspondents in London, Paris, Berlin, Vienna and Washington reporting, in a matter of minutes, reaction to each new development in each capital. The world roundup paid off in September, when the Munich crisis brought Europe to the brink of war, with analyses by H. V. Kaltenborn, delivered a dozen or more times a day, winning further kudos for CBS.

A different kind of acclaim came the following month, when Orson Wells devoted a CBS Sunday evening broadcast to "War of the Worlds," which startled many listeners into believing momentarily that men from Mars actually had landed in New Jersey. The confusion brought from CBS and the other networks prompt pledges never again to simulate a news-

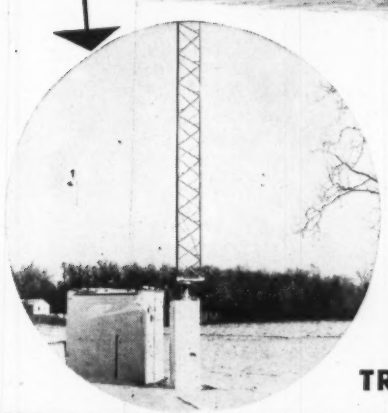
(Continued on page 56)

XUM

WRSW

. . . uses two Truscon Guyed Steel Towers

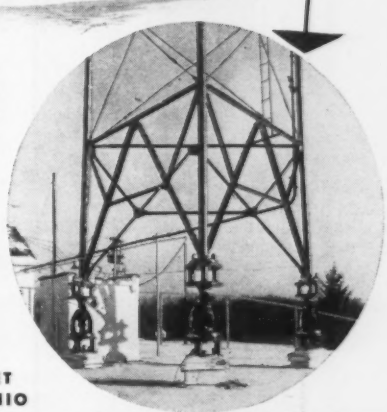
. . . and one Truscon Self-Supporting Steel Tower



Many hundreds of radio towers are Truscon-designed and Truscon-engineered. Among them are these three strong slender steel spires erected for WRSW, Warsaw, Indiana. Two 287-foot Truscon guyed towers and one 312-foot Truscon self-supporting tower constitute the AM array, the latter performing double duty with its Collins 8-ring side-mounted FM antenna.

Whether your own current or future requirements are for AM, FM, TV, or MICROWAVE, trust Truscon with tower design *and* manufacture. Use Truscon's many years of engineering knowledge and experience. Benefit from Truscon's modern, efficient production facilities that can build 'em tall or small . . . tapered or uniform in cross-section . . . guyed or self-supporting.

Your first move toward getting prompt, capable tower engineering and design assistance is a phone call or letter to your nearest Truscon district office, or to our home office in Youngstown. Call or write today.



TRUSCON® STEEL COMPANY
Subsidiary of Republic Steel Corporation

1074 ALBERT STREET
YOUNGSTOWN 1, OHIO

XUM

Way up! In towering New York and its fabulous suburban market, WCBS stays *way* up above all the other radio stations, delivering your sales message to *30 per cent more potential customers* than any other station... winning 10 out of the top 10 daytime and 6 out of the top 10 nighttime programs!* And advertisers—in a wise new reckoning of radio—are investing 28 per cent more on WCBS this year than in '51. Want your New York sales to reach new heights? Let us give you a lift. Just get in touch with CBS Radio Spot Sales or WCBS, the number one station in the number one market.

**Pulse, January-August 1952*

XUM

editorial

Pioneer in Portland

THE WAY of future uhf operations will be made easier by the enterprise of Herbert Mayer, president of Empire Coil Co., who over last weekend was to put the nation's first commercial uhf station on the air in Portland, Ore.

It was fortunate for uhf development that the first station should go into operation in an important market which until then had been without TV. The uhf interest thus stimulated in Portland cannot help but spread elsewhere. Mr. Mayer and RCA, whose engineers moved the transmitting equipment from Bridgeport, Conn., to Portland in what must be a record of efficiency and speed, are to be commended for their resourcefulness. Their work will do much for the general expansion of uhf service.

How About It, Adlai?

THIS journal, during 21 years of publication, has meticulously avoided partisan politics. Through a half-dozen Presidential campaigns, we have never supported one Presidential candidate as against another.

Rather, we have dealt with policies and platforms as they might affect the freedom and the welfare of the broadcast media. There have been many ambitious bureaucrats who have fostered government ownership of radio or restraints upon its freedom, but these never have been debated issues in a campaign.

This campaign, which gets hotter with each passing day, is being waged largely through the air the broadcasters and telecasters husband. Yet nary a word has been spoken directly about the well being of the media. The platforms of each party ducked any mention of freedom of radio, although each had been asked to say a kind word about the media that were certain to carry the campaign burden.

Except for stereotyped messages to the NARTB kicking off the current district meeting season, neither candidate has uttered a phrase as to where he stands in respect to freedom of radio. But from each camp has emanated laments about the high cost of television and radio time—obviously to entice more generous contributions.

What Gen. Ike may think about commercial radio is known only second-hand. In the absence of any direct statements, we must conclude that he has no present ideas that would do violence to the *status quo* of radio by the American Plan. He knows about radio because he has two brothers in or around the medium.

Gov. Stevenson, despite great gobs of silence as to where he stands, must be presumed to be a free radio advocate too. Through his family interests in the *Bloomington* (Ill.) *Pantagraph*, he holds 25% of WJBC-AM-FM. He also was interested in a pending application for a TV station in Springfield to the extent of 2½% but dropped that following his nomination. His sister, brother-in-law and nephew, however, continue their minority holdings in the applicant company — Sangamon Valley Television Corp. (WTAX-AM-FM).

So, by the process of elimination, each candidate must be accepted as having no preconceived notions about government ownership or even more rigid controls.

Yet we're constrained to one reservation about Gov. Stevenson's position. He has lashed out at what he calls the "one party press." President Truman backed him up. President Roosevelt, throughout his unprecedented 12 years in office, carried on a running vendetta with the press. It manifested itself in his opposition to newspaper-ownership of radio.

While Mr. Truman has never gone quite so far, his antipathy toward the press is well established. And he, too, on more than one occasion, evinced an interest in the "monopoly" aspects of newspaper-ownership of radio and television outlets.

F.D.R. wanted no newspaper domination of radio because it elected him to four terms against the overwhelming opposition of the nation's press. He did not relish the thought of the preponderantly Republican press giving their radio outlets partisan labels (the fact that the press never did is a tribute to the wisdom of many publisher-broadcasters).

Nevertheless, F.D.R. wanted fervently to force newspaper divorcement but found the legal basis did not exist. Even a hand-picked FCC couldn't swing it.

Gov. Stevenson is banking heavily on TV to do the big job for him. And he's already demonstrated that he has mastered the medium as has no one else in politics.

If the Democratic candidate has any misgivings about newspaper ownership, he hasn't stated them. But there is a logical inference to be drawn from his broadside against the press. We hope the governor will make his position crystal clear. If there can be discrimination against one class of licensee, then it logically can progress to others—department stores, insurance companies, motion picture interests or citizens with blue eyes and red hair.

So, we venture into the hitherto forbidden field of partisan politics with this single reservation. Otherwise, the candidates are even —each admirably qualified.

It is our intention to ask Gov. Stevenson where he stands.

TV Innocent Abroad

IN READING that the Archbishop of Canterbury, upon embarking from a visit in the United States, said that television was "potentially one of the greatest dangers of the world," we could not help thinking that the remark was not unlike those made 500 years ago by ecclesiastics who feared the printing press would do the devil's work at heaven's expense.

In Gutenberg's day, the clergy's dread was that printing would break the monopoly which the church's scribes enjoyed in the hand-manufacturing of books. Printing would not only increase literacy but also the literates' appetites for reading. Heretics would be given a new opportunity to reach large audiences.

Like most things, mechanical inventions cannot be classified as either all good or all bad. Printing gave an eager Germany *Mein Kampf* and subsequent tragedy, but it also gave the Bible and spiritual enlightenment to innumerably more persons than the most visionary cleric of 500 years ago could have imagined.

Television has not visited another *Mein Kampf* upon mankind, and it is extremely unlikely that, in America at least, it could ever be perverted to such a frightening purpose. The worst that can be said of it is that it has presented trivial diversion; but diversion, however trivial, can hardly be considered dangerous unless it so engulfs the air that substance is entirely sublimated.

Like printing, television is no more than a technical process. What it does depends upon the intelligences that guide it and make it work. The Archbishop would be better advised to think of it as such and to explore ways of putting this remarkable instrument to useful purposes, rather than to regard it as a dangerous menace which dominates man.

our respects to:

JOHN ANTHONY PATTERSON

INSISTENCE upon adding a sixth attribute to the five musts of a good salesman perhaps dots the "i" in the sales ingenuity of John (Jack) Anthony Patterson, WPIX (TV) New York's new sales manager.

To the rare and hard-gained qualities of top salesmanship—loyalty, faith in the product, personality, ability and plain pavement-pounding—Mr. Patterson adds a service to the client or sponsor.

This service is counseling—giving the client the benefit of the salesman's own (and in Mr. Patterson's case, extensive) experience in evaluating the market, product and price in strict relation to the medium to be used.

This quality plays right along with his belief in long-range selling, and with his strong sense of loyalty may be partly responsible for the fact he is in a top spot with the *New York News'* TV outlet, having begun his career in that newspaper's merchandising department after his graduation from Williams College in June 1932.

Personally responsible for such WPIX accounts as Consolidated Edison Co. of New York Inc., Chesterfield cigarettes, Esso Standard Oil Co., Vim Stores and Metropolitan New York Dodge Dealers Inc., his advice on selling might well be worth listening to.

For instance, he thinks the glamor of television already has worn off.

In its early infancy, he believes, the ease of selling television could be compared to the war-time vogue of "order-taking." But today:

"The average salesman has got to *sell*, and unless he knows the problems of his prospective clients, and is able to translate them into actual campaigns, he is at a disadvantage in a highly competitive market."

Mr. Patterson believes the counseling factor in his recipe for salesmanship goes back to his days with the *News* beginning in 1932. Here he trained two years in marketing and merchandising, with high emphasis on surveys at the retail level, pricing, distribution and point-of-sale display. This training turned itself into service for the prospective client.

Here also he learned to appreciate advertising and promotional impact at the point of sale—the coordination of sales and promotion which makes for successful merchandising.

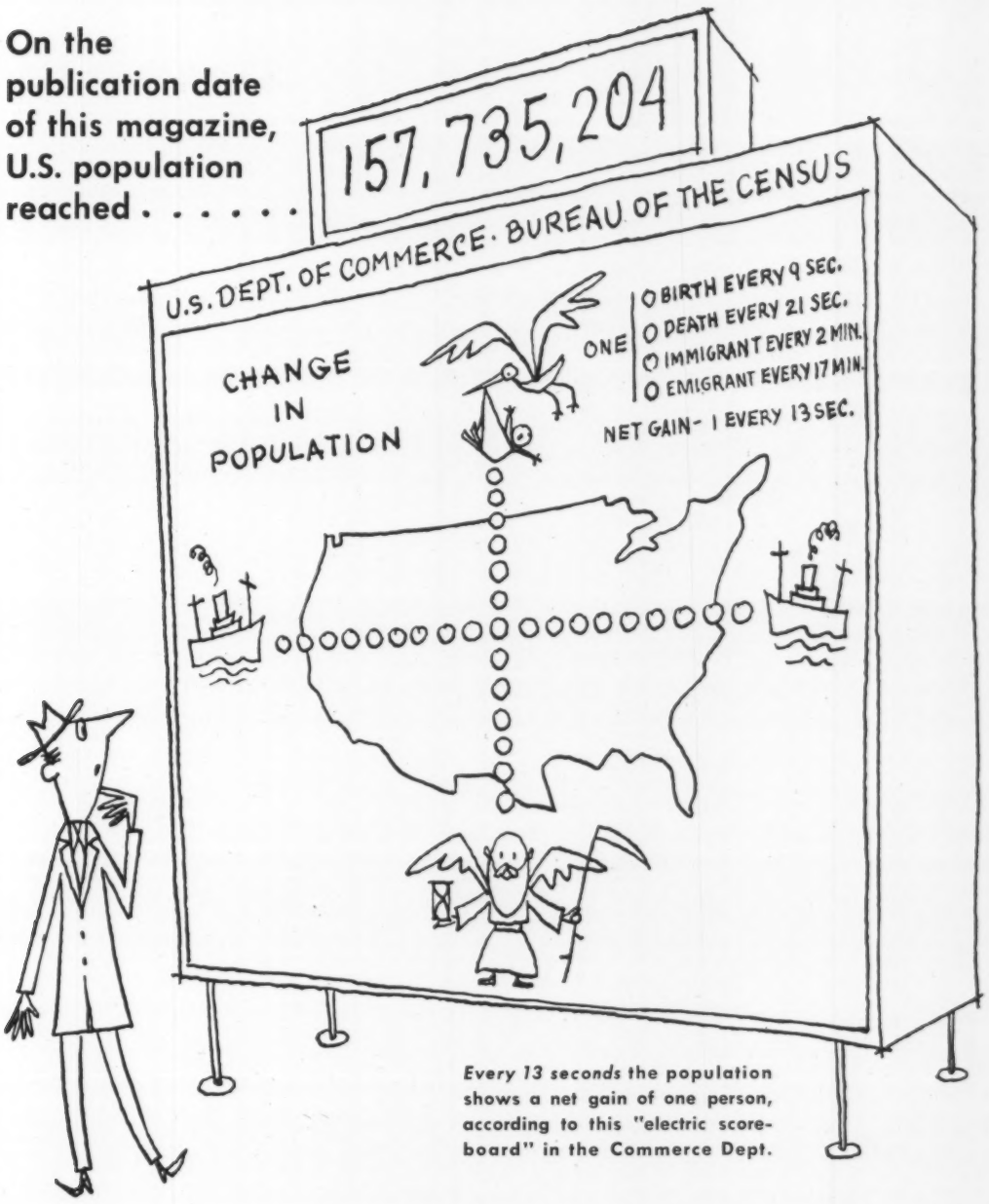
Later he went out on the street to sell products and advertising at the local level. Then he was promoted to national advertising, which he sold successfully for three more years.

Next he joined Standard Oil Co. of New Jersey, picking up valuable experience in that

(Continued on page 93)

XUM

On the publication date of this magazine, U.S. population reached . . . . . .


157,735,204
U.S. DEPT. OF COMMERCE · BUREAU OF THE CENSUS
CHANGE IN POPULATION
ONE
O BIRTH EVERY 9 SEC.
O DEATH EVERY 21 SEC.
O IMMIGRANT EVERY 2 MIN.
O EMIGRANT EVERY 17 MIN.
NET GAIN - 1 EVERY 13 SEC.

***Every 13 seconds* the population shows a net gain of one person, according to this "electric score-board" in the Commerce Dept.**

Every month, in fact, your potential U.S. market grows by 240,000 customers. They are people moving up the economic ladder —people who may never have heard of your product. You have to keep telling your advertising story over and over and over again! What's the most efficient way to cover this ever-changing market? Radio! It's the *only* medium that reaches 96 percent of *all* homes. And for the most effective use of radio, with practical help in program selection and promotional activities, depend on Westinghouse radio stations. They are at your service in six of the nation's leading sales-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Searching
for the answer
in St. Louis?

KWK

is the answer

to your radio

advertising problems

in St. Louis

That Low-Low
cost per thousand
makes KWK
THE radio buy
in St. Louis.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

CBS Passes The 25-Year Mark

(Continued from page 50)

cast in a fictional presentation.

During the year CBS opened its new building at Columbia Square in Hollywood and erected a new 50 kw transmitter for its KNX there, also building new studios and transmitter in San Francisco. The network's gross for 1938 was $32,662,993; its net, $3,541,741.

CBS the following year bought American Record Corp. for $700,000, acquiring ownership of Columbia Phonograph Co., an ARC subsidiary, and renewing on a somewhat different basis the relationship between the network and the phonograph company in 1927. Renaming ARC Columbia Record Corp. and (subsequently Columbia Records Inc.), CBS named Edward Wallerstein, who had headed RCA Victor's recording operation, as president.

In March 1939, CBS announced a new summer hiatus policy, which shortened the conventional 13-weeks summer layoffs by CBS refusal to hold time periods open longer than eight weeks and encouraged year-round broadcasting by upping annual discounts from 10% to 12½%, with a corresponding decrease in weekly discounts.

With outbreak of war in Europe in the fall of 1939, news became of paramount importance.

During this year also, CBS applied for FM CPs in New York and Boston. Its shortwave activities were expanded, with 16 new foreign language programs a week. Several stations joined CBS, bringing the total to 119, including 16 50-kw stations. CBS gross income for 1939, including that of Columbia Recording Corp. for the first time, was $42,845,394; its net was $5,001,529.

* * *

EXPANDING news coverage, CBS in 1940 made 2,081 radio pickups from 19 European countries, two points in the Far East and seven Latin American countries. A short-wave listening center was established to cover the "propaganda front" of foreign governments. Edward R. Murrow, chief of the CBS European staff, received the first prize for radio news reporting given by the Overseas Press Club, with second honors going to CBS Berlin correspondent William L. Shirer. William L. White, Helsinki CBS correspondent, won the National Headliners Club award for best radio coverage of a news event. Sigma Delta Chi gave Albert Warner, CBS Washington correspondent and news analyst, its award for the best radio news writing of the year.

In the fall CBS started constructing two new 50 kw shortwave transmitters for broadcasting to Latin America. Mr. Paley and other CBS officials made a seven-week tour of Latin America, which resulted in a Latin American network of 39 longwave and 25 shortwave stations in 18 countries affiliated with CBS to rebroadcast CBS programs.

On Aug. 27, 1940, television pictures in color were broadcast from the CBS-TV transmitter in New York's Chrysler Tower and received at the network's headquarters a half-mile away. Believed to be the first color telecast in history, the performance utilized a system developed by Dr. Peter C. Goldmark, CBS chief TV engineer. Revamping its New York monochrome transmitter for its new frequency, CBS secured TV CPs for Chicago and Los Angeles. The network also received CPs for FM stations in New York and Chicago and applied for FM stations in Boston, Los Angeles and St. Louis.

A new 50 kw transmitter was completed at WJSV (now WTOP) Washington and work begun on a new transmitter for WABC (now WCBS) New York on an island in Long Island Sound. A new studio building was opened in New York, across 52nd St. from the main CBS building. CBS during 1940 had gross income of $50,902,064 and a net of $5,006,633.

News coverage, again a major activity in 1941 when CBS employed 65 correspondents in 2,004 pickups from Europe, Asia and Latin America, became even more important after Pearl Harbor. CBS established a wartime code for sponsored news broadcasts, reducing the time for commercials 20%, prohibiting lengthy opening announcements and requiring commercial copy to be clearly distin-

(Continued on page 58)

Advertisement

"Spot radio is ideal to reach particular consumer groups"

With it you can reach the group you want, farmers, children, housewives, etc.

The above headline was lifted from one of the most important reports that *Printers' Ink* has ever released. It ran in our July 11 issue under the heading, "National Spot Radio."

A special editorial task force of *Printers' Ink* traveled far and wide interviewing advertisers, salesmen, station owners, and program people to prepare this story. The original work started in February, 1952. Almost six months were devoted to research and preparation of the report.

If you haven't seen it yet, may I send you a reprint? No charge. (Additional copies are 50¢ each.)

In this article the editors listed "10 ways to use National Spots." One of the most important of the 10 was—"You can reach particular groups."

While the daily programming of the more than 2,400 AM and 600 FM stations in this country is somewhat similar, many stations, probably yours, have learned through trial and error the best approach to certain special groups of listeners you now have.

Hundreds of national advertisers (over 13,000 are now listed in the two national directories) are interested in specific consumer groups, and buyers of advertising are interested in what you have to offer.

Bob Kenyon

Where can you find the largest group of buyers of advertising?

Printers' Ink now has 23,793 subscribers who pay $5 a year for 52 issues. In this group of subscribers you will find that more than two-thirds are advertising managers, sales managers, time buyers, agency officials, and the top management group who give the nod for the release of a schedule of spots for your station and other stations.

Here is the largest single group of buyers of advertising in this country.

A suggestion: tell our buyers of advertising each week how your station can, and does, reach "particular groups." Use 1/6 of a page or two pages.

Our staff, in our five offices, is ready to help you sell more to advertisers who are interested in special groups of consumer buyers.

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

Sew up the holes in the net-with FM

There are over 4 million FM sets in use nationally, according to the most recent estimates.

FM is a necessity in a wide list of static and "white spot" areas that stretch from Florida to Minnesota, from upstate New York to San Francisco. If you want to catch *all* your prospects, include FM in your coverage.

FM fills "holes" in 352 communities*

In 28 communities, FM is the *only* local radio buy.

In 67 communities, FM is the only local radio buy after sunset.

In 257 communities, FM is used to supplement AM, because AM is directionalized after sunset.

Special to Broadcasters

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.

©1952

ZENITH RADIO and TELEVISION — THE ROYALTY OF RADIO AND TELEVISION

*If you want the complete list, simply write to: ZENITH RADIO CORPORATION, Chicago 39, Illinois

TOP

HOOPER*

Jimmy Lewis on
"JIMMY LEWIS SHOW"
4:45-5:00 P.M. Mon.-Fri.

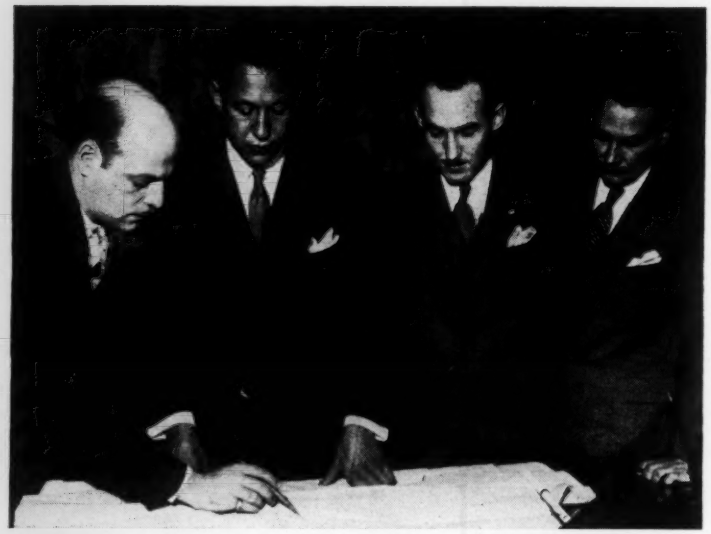
K-NUZ	2.5
Net. "A"	1.8
Net. "B"	1.1
Net. "C"	2.5
Net. "D"	0.7
Ind. "A"	0.0
Ind. "B"	0.9
Ind. "C"	0.7

4½ YEARS OPERATION
4½ YEARS of TOP HOOPERS and PERSONALITIES

* April, 1952.

TOP BUY

K-NUZ
HOUSTON'S LEADING INDEPENDENT



CUTLINE on this picture circulated by the CBS press department in 1930 began "Chain television broadcasting isn't far off, Columbia Broadcasting System executives believe, and they're installing an experimental television laboratory at their New York headquarters." Shown in the picture were: (l to r) Edwin K. Cohan, technical director; William S. Paley, president; H. V. Akerberg, chief engineer; G. Stanley McAllister, chief construction engineer.

CBS Passes The 25-Year Mark

(Continued from page 56)

guishable from news.

Like most of American radio, CBS got along without ASCAP licensed tunes for most of the year, returning to them only after a new licensing agreement was signed in October. CBS also pledged support to BMI to insure competition in the music field.

The Columbia Workshop series presented "26 by Corwin," and Norman Corwin received the annual Advertising Award for distinguished service to radio advertising. Lyman Bryson, chairman of the CBS Adult Education Board from 1938, was named director of education.

On July 1, WCBS (now WCBS-TV) New York, was licensed commercially and began video program service 15 hours a week. Experimental color broadcasts were made almost daily through the last half of the year. The new WABC New York transmitter on Columbia Island began operations. CBS opened the year with 121 stations, added two and lost four (including one in Manila that fell into enemy hands).

A new 50 kw shortwave transmitter, WCBX, was inaugurated the last of the year (and a second of equal power, WCRC, launched on Feb. 12, 1942). Broadcasts were made in ten languages, with shortwave news stepped up 40% after Pearl Harbor. The CBS Latin American network launched *Calling Pan America*, originating weekly in Latin American cities for rebroadcast by CBS in North America.

CBS disposed of its artist management subsidiaries, realizing a profit after taxes of $220,000, after the propriety of the network's ownership had been questioned by the FCC. Other proposed regulations of the FCC were less acceptable to CBS and it instituted court action.

Edward Klauber, long executive vice president, was elected executive committee chairman and Vice President Paul W. Kesten became general manager. Frank Stanton, research director, and Paul Hollister, in charge of advertising, were elected vice presidents. Will B. Lewis, broadcasts vice president, resigned in November to become assistant director of the wartime Office of Facts and Figures, with Douglas Coulter becoming acting director of broadcasts. CBS in 1941 had gross income of $59,456,305 and a net of $4,804,734, or $2.91 a share.

In the first war year, Dec. 7, 1941 to Dec. 7, 1942, CBS operated 6,280 hours, carrying 6,471 war broadcasts, not counting 3,723 war announcements. The network also presented 4,158 broadcasts of war news and news analyses. Its listening center recorded, transcribed and translated more than 30,000 broadcasts from 40 points on the globe.

CBS continued its shortwave activities until Nov. 1, 1942, when all shortwave licensees leased their time to OWI and CIAA. TV activities were cut to four hours a week June 1.

In June, CBS instituted a full network plan, offering special discounts to advertisers using all available stations of the network. Designed to encourage advertisers to use the maximum nationwide system and to strengthen small stations not getting many top-ranking CBS programs, the plan by the year's end had been accepted for 27 sponsored programs resulting in 26 CBS affiliates doubling or tripling network commercial hours, 34 increasing this time by half or more, and 40 by a third or more.

A pension plan was instituted in December. In 1942, CBS grossed $62,211,573, with a net of $4,123,698.

When the CBS report for 1943 was issued, it was signed by Paul W. Kesten, executive vice president, Mr. Paley having become one of the 724 CBS employes in military service by accepting a special OWI assignment to serve as colonel in the Army's Psychological Warfare Branch at SHAEF. Three CBS vice presidents—Harry C. Butcher, Mefford R. Runyon and Lawrence W. Lowman—had been on military leave more than a year. Edward Klauber left CBS in October to become associate OWI director under Elmer Davis. Douglas Coulter was promoted to vice president.

At the behest of affiliates, CBS on Oct. 1 eliminated "hitch-hike" and "cow-catcher" announcements from network-sponsored programs. The CBS Affiliates Advisory Board, formed earlier in the year to confer with the network's management on problems of mutual concern, cooperated by limiting station-break announcements.

Despite wartime projects, CBS continued researches into audience

(Continued on page 60)

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

XUM

What's the difference between SERVICE-Selling Tools and PROMOTIONAL-Selling Tools?

an understanding of the difference is helping stations sell time

All station sales executives use the same selling tools. You know: salesmen, advertising, direct mail . . .

But how these sales tools are coordinated, *used*, can make just as big a difference in the sales efficiency of selling time as it does in the competitive performance of any sales organization.

First step in the strategic use of available sales tools is to adapt them to the buying habits and needs of the customer. Standard Rate has completed a report on its continuing study into time buying practices (see description of the SPOT RADIO PROMOTION HANDBOOK on this page) which reveals that a station's tools of selling group themselves into two main headings:

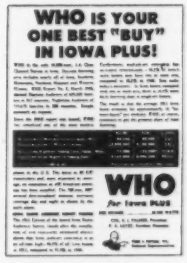
(1) Tools of SERVICE-Selling
- **a.** Station salesmen and representatives
- **b.** Service information for media files
- **c.** Service-Ads in buyers' service publications

(2) Tools of PROMOTIONAL-Selling
- **a.** Direct mail promotion
- **b.** Advertising in the trade publications

PROMOTIONAL-Selling Tools are used to stress one or more features of the station; seek to impress all who may *ever* become interested; and to direct those who are *currently* interested to available *service* information.

SERVICE-Selling Tools are used to supply the advertiser with needed buying information; make this information available to the men who use it, at the time they need it.

Here is a good example of a SERVICE-Selling Tool at work



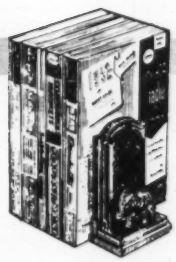
When Service-Ads in STANDARD RATE contain useful information like the one reproduced here they become a *preliminary* to PROMOTIONAL-Selling . . . and serve a double purpose: (1) they give buyers the kind of information needed, right where they are looking for it; (2) they "file" up-to-date expanded information in the logical place for quick reference when PROMOTIONAL-Selling creates interest in your station.

Manuals based on hundreds of interviews with advertisers and agency men reveal kind of information wanted.

The 32-page COPY ORGANIZER shown at right is essentially a set of specifications for preparing the kind of information advertisers and agency men tell us they would like to have at hand when working on radio lists. Those who would like to see it, to look over the examples of Service-Ads which meet these specifications, can have a copy for the cost price of fifty cents.

Those who want to dig deeper, behind the specifications in the COPY ORGANIZER, may want to send for the SPOT RADIO PROMOTION HANDBOOK. Here are the quoted comments of advertisers and agency men—hundreds of them — who told our interviewers *how* they analyze markets, *what* they need to know about stations, *how* they go about getting this information. Copies are available for the nominal charge of $1.00.

S R D S



STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

CBS Passes The 25-Year Mark

(Continued from page 58)

behavior. In July tests of audience reaction to specific kinds of programs were begun with the program analyzer developed by Dr. Stanton and Paul Lazarsfeld.

After the U. S. Supreme Court had upheld the FCC's so-called "network monopoly" rules, giving the FCC implied broad program control, CBS and other broadcasters began working for legislation to keep broadcasting free from governmental control.

Although 36% of its operating hours in 1943 were devoted to war topics, CBS' 90 clients purchased enough commercial hours to give CBS a gross income of $75,166,441, and a net, after taxes, of $4,535,941, $2.64 per share.

In April 1944, CBS proposed that TV be moved above 200 mc at the war's end, with 16 mc bands replacing the prewar 6 mc TV channels, to permit better and larger pictures and colored as well as monochrome images. The network commissioned Federal Radio & Telegraph Co. to construct a color transmitter of CBS design, to be installed when war priorities permitted. In May, CBS resumed live telecasting in New York.

Operating its own FM stations in New York and Chicago, CBS made all its network programs available without cost to FM stations operated by AM affiliates. Eleven stations joined CBS in 1944, bringing its U. S. total to 148. For the year, CBS reported a gross income of $84,905,830 and a net of $4,678,361. CRC resumed recording in November, when the company agreed to make royalty payments to AFM after a strike of more than two years.

After V-J Day, Mr. Paley returned to CBS and resumed active direction of broadcasts. Vice President Frank Stanton was named general manager and, with Vice Presidents Joseph Ream and Frank White, became a director. Edward R. Murrow was made vice president and director of public affairs, and Davidson Taylor, vice president and director of programs.

* * *

CBS sold WBT Charlotte to Jefferson Standard Life Insurance Co. for $1.5 million. In October CBS achieved "actual broadcast transmission and reception of high-definition full-color TV pictures." Its monochrome station, WCBW New York, offered advertisers a "working partnership" deal, for commercial TV experiments, with the advertiser paying talent and production costs and the station contributing its facilities without charge. Audience reaction to nearly a third of all telecasts was analyzed by the CBS Television Audience Research Institute.

Gross CBS income for 1945 was $86,257,385; net was $5,345,641.

In January 1946, Mr. Paley became board chairman with Mr. Kesten named vice chairman. Later in the year Mr. Keston resigned to serve as a consultant. Frank Stanton was made president and Joseph Ream, executive vice president. Adrian Murphy, Earl H. Gammons and Howard S. Meighan later were named vice presidents.

After many tests of its color system, CBS applied for establishment of engineering standards and commercial status for color TV, precipitating FCC hearings at which RCA opposed the CBS petition, arguing it (RCA) should be given time to perfect its all-electronic system then under development. WCBS-TV New York began selling time to advertisers and by the end of the year 22% of its broadcast hours were sponsored.

CBS gross hit a new high of $91,996,822 in 1946, but the annual report, signed jointly by Messrs. Paley and Stanton, pointed out operating income before taxes was 14.3% less than the previous year and that CRC operations accounted for 32.4% of this, compared to 4.6% of the 1945 net income. Postwar curtailment of advertising budgets produced a decline of 8% in time sales; overhead and operating expenses rose sharply. Net for the year, after taxes, was $5,795,896.

* * *

IN 1947, Hubbell Robinson Jr., Victor Ratner and James Seward were named vice presidents, while Mr. Murrow resigned his vice presidency to concentrate on news activities. Edward Wallerstein became board chairman of Columbia Records, Frank White moving from vice president and treasurer of CBS to the presidency of CRI. Samuel R. Dean was named CBS treasurer.

CBS went into the packaged program field intensively during the year, which saw 15 CBS-owned programs sponsored and 21 more as network sustainers. A co-op department was established to provide network programs for local sale by individual affiliates. CBS acquired ownership of the Housewives' Protective League programs. Radio Sales, spot broadcasting unit of CBS, began representing affiliated but non-owned stations, provoking station representatives promptly to protest the network's invasion of this field for other than o & o stations. CBS sold its 45% interest in WAPI Birmingham and acquired a like interest in KQW San Francisco.

After the FCC had decided color TV was not yet suitable for commercial operation, CBS concentrated on black-and-white TV, expanding its New York studios and networking some programs to other eastern cities.

For the 53-week fiscal year, CBS and its subsidiaries grossed $101,045,647, with a net of $5,920,104.

In the fall of 1948, CBS introduced a new twist to its competition with NBC by buying one of NBC's top ranking shows, *Amos 'n Andy*, under a capital gains deal, also new to radio. Within the next few months the Jack Benny, Bergen & McCarthy, Ozzie & Harriet, Bing Crosby and Red Skelton shows had become CBS properties and for the first time in 20 years CBS programs held the top positions on the rating lists. CBS also reported 29 of its "package programs" were sponsored. During the year, CBS advertisers used more stations, the average nighttime network increasing 22%, the average daytime network 27%.

These gains, the annual report stated, were the result of a single basic policy initiated in anticipation of the impact of TV: "To obtain for CBS the most effective program schedule and the strongest grouping of stations in the entire industry."

* * *

COLUMBIA RECORDS introduced its 33⅓ rpm long playing phonograph records, which RCA countered by bringing out its 45 rpm discs, causing a period of confusion among both buyers and sellers of records.

Getting a foothold in Pacific Coast television, CBS purchased a 49% interest in KTTV (TV) Los Angeles. Gross income for the year was $98,377,258; the net, $5,041,682.

Early in 1949, CBS bought the remaining 55% in KQW San Francisco, concurrently selling to the *Washington Post* a 55% interest in WTOP Washington, formerly a wholly owned CBS station. Arthur Hull Hayes, named manager of KQW (shortly renamed KCBS), also was made a vice president, as were J. Kelly Smith, William B. Lodge, Howard L. Hausman, Harry S. Ackerman and J. L. Van Volkenberg. Mr. Van Volkenberg succeeded Lawrence W. Lowman as television vice president, Mr. Lowman becoming a general vice president with broadened administrative duties.

Frank Stanton signed a 10-year contract to continue as CBS president at a base salary of $100,000 a year. Frank White resigned as CRI president to become president of Mutual. Howard Meighan was made chief CBS officer on the Pacific Coast.

In September, the FCC began new hearings on color TV, with CBS, RCA and Color Television Inc. each seeking endorsement of

(Continued on page 86)

KMA-KMTV'S Expansion Increases Value of Your "Time-Dollar"

New Facilities Will Give Advertisers Greater Audience . . . Audience Better Service

Television Station KMTV, Omaha, celebrated its 3rd anniversary on September 1st by announcing a huge expansion plan.

Construction will begin immediately on a modern, air-conditioned, acoustically treated studio, much larger than the one now in use. The plan also calls for a new film processing room, news room, glass enclosed control room, new offices and greatly expanded storage space.

These new facilities will enable KMTV to give advertisers a greater audience . . . audience an even finer caliber of telecasting.

According to the most recent Pulse survey, KMTV has 9 out of the top 10 shows in the Omaha area. Call Katz today!

On September 1st, KMA, Shenandoah, Iowa, put a new 5,000 Watt, $40,000 transmitter into operation. This new transmitter will bring better broadcasting service to more midwestern families.

New equipment coupled with remodeled studios will help "you" sell more of these rural midwesterners in America's top spending farm market. In 1950, these rich-from-the-soil midwesterners spent $2,819,660,000 for goods and services . . . a figure surpassed only by a handful of metropolitan markets.

Pulse proves that KMA rates 1st among 2,700,000 rural radio listeners. Let Avery-Knodel tell you why.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC

MAY BROADCASTING COMPANY

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

XUM

SEPTEMBER 22, 1952

TELECASTING

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Latest Set Count By Markets
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Private TV Urged For Canada
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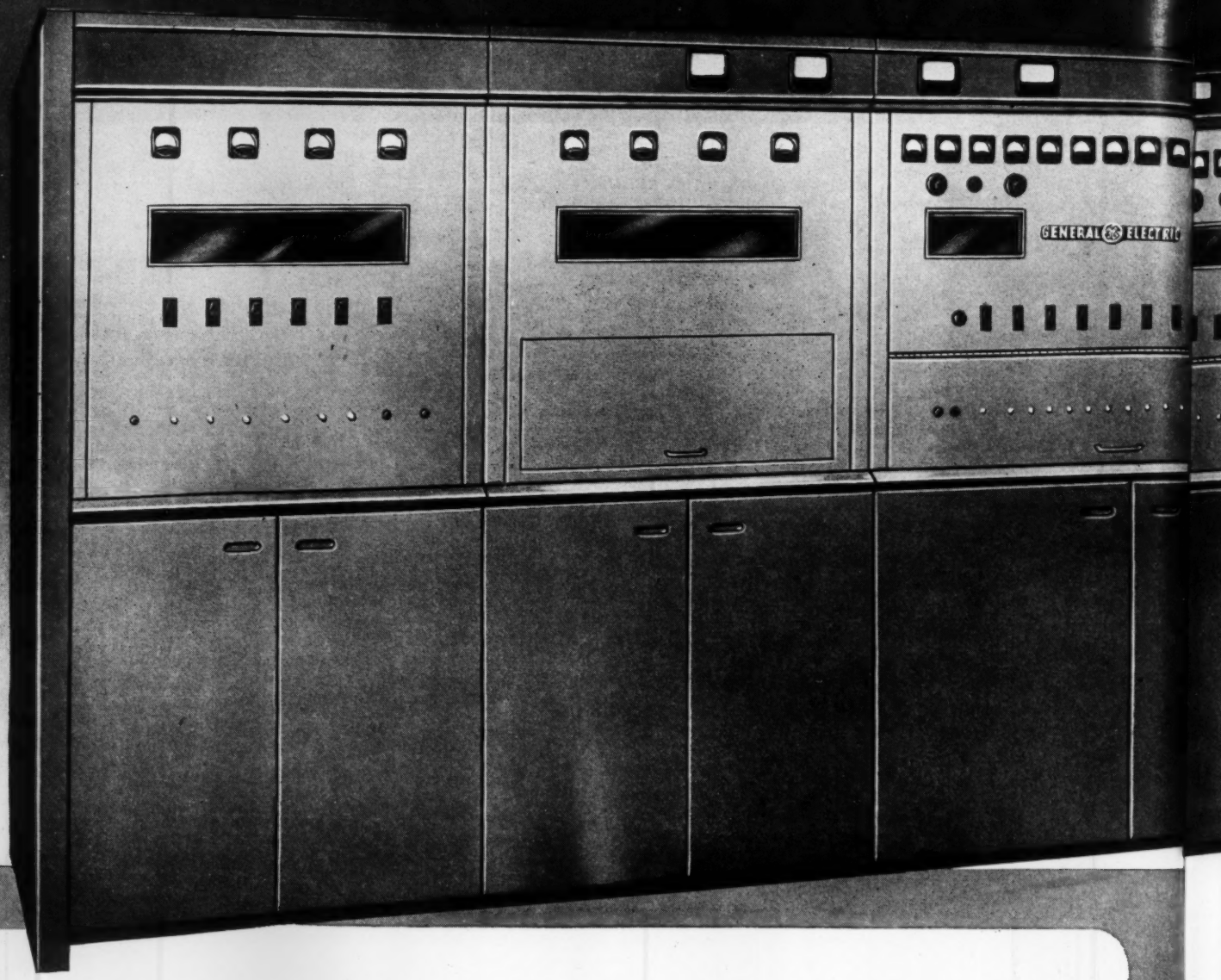
in our 7th year

You can't miss these call letters in Birmingham, either. For practically all of Birmingham's viewers watch WAFM-TV... practically all the time they are watching television.

WAFM-TV

Latest evidence: WAFM-TV has 13 of the top 15 weekly shows in town, 8 of the top 10 multi-weekly shows, according to the August Telepulse... *114% more quarter-hour wins than Birmingham's second* TV *station.* For availabilities, just call or write WAFM-TV, "Television Alabama," or CBS Television Spot Sales.

G-E IS PRODUCING FOR HIGHEST POWER



GET "TRIPLE POWER"—ORDER YOURS TODAY!

★ **G-E 12 KW TRANSMITTER**—Highest power available in the industry today—order yours now!

★ **15 KW KLYSTRON TUBE**—A General Electric product and the heart of the 12 kw transmitter. You get *three times the power* of any other klystron tube. Remember the usable output for TV of a 15 kw klystron tube is 12 kilowatts for good amplitude linearity.

★ **G-E UHF HELICAL ANTENNA**—boosts radiated power 20-25 times for wide area coverage.

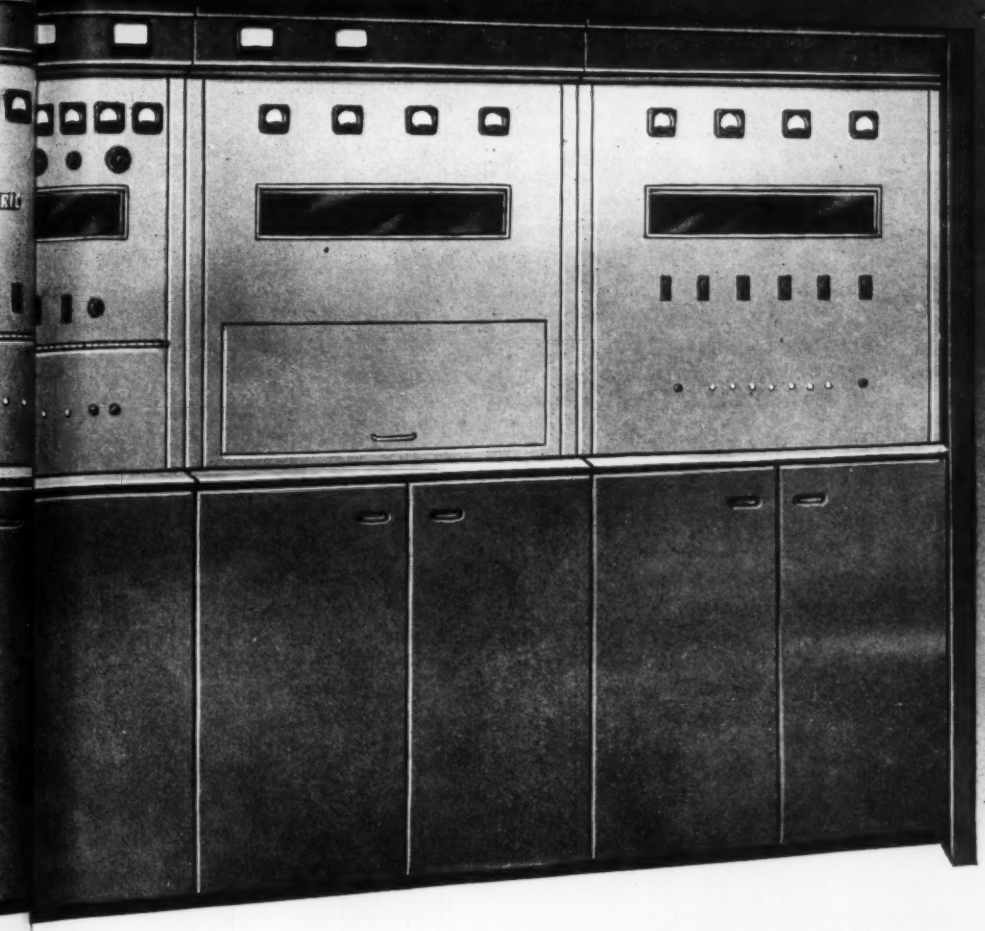
★ **NOW OPERATING**—This transmitter is currently operating at Electronics Park—the only installation of its power in existence today.

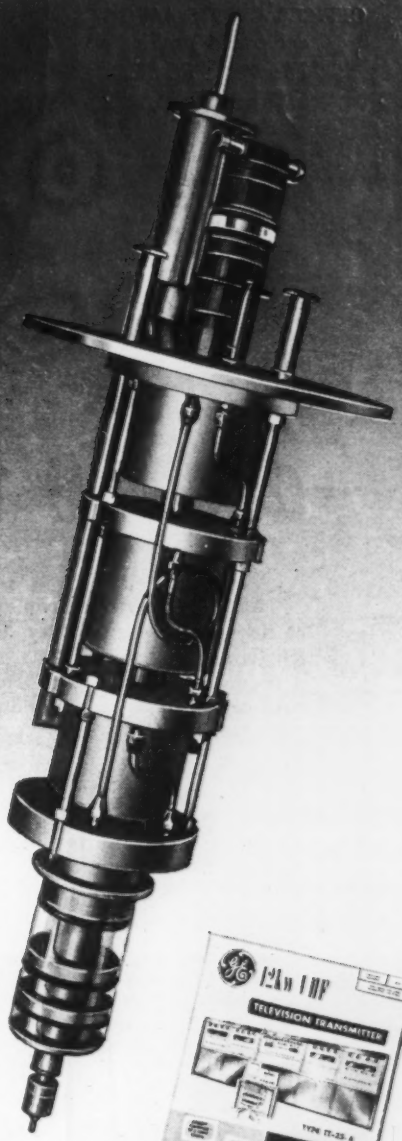
★ **LET YOUR MARKET BE YOUR GUIDE**—Check the General Electric UHF Transmitter program providing a Transmitter-Antenna combination to *fit your requirements* in markets large or small! Choose from transmitters ranging in power from 100 watts to 12 kw or more plus helical antennas with power gains of 5 to 25 times!

★ **SAME DRIVER UNIT POWERS ALL UHF TRANSMITTERS**—First in the industry to announce a *clear cut* UHF Transmitter program, General Electric uses a 100-watt unit to power all UHF transmitters from 1 kw to 12 kw or higher.

XUM

12 KW TRANSMITTERS UHF TELEVISION *Now!*





G-E DEVELOPMENTS ESTABLISH UHF LEADERSHIP

Three years ago, it was recognized in G-E electronics laboratories that the klystron tube was far superior to conventional tubes in achieving high transmitting power for UHF. At the same time, it was discovered that high amplification in the klystron tube, joined with a 100-watt driver unit under development, would result in kilowatts of power. Success was apparent when, in 1950, G.E. exhaustively tested a 6 kw transmitter utilizing a 7.5 kw klystron tube. That test showed that even higher power could be achieved from klystron tubes.

Today General Electric offers you a 12 kw transmitter—highest power in the industry and the only complete plan of equipment requirements for UHF television operations!

Future power needs can only be obtained by advancing klystron tube development. General Electric is years ahead in realizing that basic fact. That's why G.E. is ready now with a 12 kw transmitter—ready with invaluable experience needed to go on and meet maximum power requirements as established by the FCC for UHF station operations.

Get this new UHF Bulletin!

Complete specifications on G-E's high-power Transmitter. Write: *General Electric Company, Section 292-22, Electronics Park, Syracuse, New York.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

OFFICER CURTIS AARON
and friends on Six Gun Theatre KPRC-TV, 5:15 p.m. daily.

-deep in the HEART of Houston

. . . there's a man-sized "cop" with all the attributes of Roy Rogers, Gene Autry, the Range Rider, and Kit Carson rolled into one . . . and then some. He's a two-fisted fighter with a friendly grin and a big pack of loyal kids who call him "hero."

Now, cops may be cops, but Officer Curtis Aaron has a very special place in the hearts of Houston kids. He fights for lives. His main weapon is the medium of television over the facilities of KPRC-TV where he does daily battle against the dangers of traffic accidents.

The City of Houston has grown so rapidly that the problem of traffic suddenly loomed with terrifying force before the public eye. Children and adults needed to be taught to save their own lives by the simple expediency of caution on the road. It was clear that immediate action had to be taken . . . action that would *reach* the individual.

KPRC-TV offered all of its services — time, facilities, talent — plus the "know-how" of its Production Department — to the Houston Police Department for the purpose of SELLING SAFETY with the same dramatic impact used for commercial television advertising.

Within a few months, Officer Curtis Aaron became Mr. Traffic Safety . . . and a hero whose word was gospel . . . to the children of Houston and the surrounding territory. A total of 131 separate safety programs were planned and given, consuming a total of 36½ television hours PLUS 25 one minute announcements. These shows marked only the beginning of the Safety Crusade on KPRC-TV.

On April 30, 1952, KPRC-TV won the National Safety Council 1951 Public Interest Award for exceptional service to safety. KPRC-TV is proud of this award, and prouder still that it has a share in making traffic safety part of the daily thinking and conduct of the people in and around Houston.

The work of promoting public safety goes on at KPRC-TV, not as a hit and miss proposition, but as a year round program that's paying off in reduced traffic fatalities.

It's a BIG job . . . this job of saving lives . . . and in Houston, it's a big "cop" whose friendly grin is seen on KPRC-TV daily, convincing kids that SAFETY, first, last and always is their job, too!

KPRC TV HOUSTON
CHANNEL 2

JACK HARRIS, General Manager
Nationally Represented by **EDWARD PETRY & CO.**

TELECASTING

SEPTEMBER 22, 1952

NEW FCC SPEED-UP EFFORT

Post-Thaw Authorizations Hit 60

By LARRY CHRISTOPHER

IN AN EFFORT to speed up even more the granting of new TV stations, FCC last week amended its temporary processing procedure so that beginning Oct. 15, until further notice, the Commission will suspend processing of new mutually exclusive applications and direct full staff attention to handling of the "many pending non-competitive applications."

FCC explained, however, that processing will continue on the more than 170 mutually exclusive applications (some already in hearing) that will be in hand Oct. 15 but because of the Commission's limited staff and small number of hearing examiners, new competitive applications will be passed over when they are reached on the processing lines in order to expedite handling "for a limited time" of non-competitive bids only.

Weekly public announcement of mutually exclusive applications "passed over" will be made, FCC said.

In separate actions, the Commission approved construction permits for seven more commercial uhf stations and authorized the sixth non-commercial educational station to the New York State U. Board of Regents, a uhf Channel 43 permit at Syracuse.

Comr. George E. Sterling dissented from the educational grant on grounds that educational applicants are required by the Communications Act to meet financial qualifications the same as commercial applicants.

The eight new grants increase the post-thaw authorizations to a total of 60, including 51 commercial (10 vhf and 41 uhf) and 9 educational (2 vhf and 7 uhf) stations.

The new grants included:

Denver, Col. (City Priority Group A-2, No. 1)—Mountain States Television Co., granted uhf Channel 20, effective radiated power 89 kw visual and 53 kw aural, antenna height above average terrain 440 ft. Estimated commencement date: Unknown.

Montgomery, Ala. (Group A-2, No. 26) — Capital Broadcasting Co. (WCOV), granted uhf Channel 20, ERP 88 kw visual and 44 kw aural, antenna 520 ft. Estimated commencement date: March 1, 1953.

Little Rock, Ark. (Group A-2, No. 27)—Little Rock Telecasters, granted uhf Channel 17, ERP 22 kw visual and 12.5 kw aural, antenna 490 ft. Estimated commencement date: Unknown.

Roanoke, Va. (Group A-2, No. 34)—Radio Roanoke Inc. (WROV), granted uhf Channel 27, ERP 105 kw visual and 62 kw aural, antenna 670 ft. Estimated commencement date: Dec. 15.

Fresno, Calif. (Group A-2, No. 35) —McClatchy Broadcasting Co. (KMJ), granted uhf Channel 24, ERP 105 kw visual and 53 kw aural, antenna 1,980 ft. Estimated commencement date: Unknown.

Columbia, S. C. (Group A-2, No. 37) —Radio Columbia (WCOS), granted uhf Channel 25, ERP 89 kw visual and 45 kw aural, antenna 650 ft. Estimated commencement date: Within six months.

Columbia, S. C. (Group A-2, No. 37) —Palmetto Radio Corp. (WNOK), granted uhf Channel 67, ERP 680 kw visual and 340 kw aural, antenna 590 ft. Estimated commencement date: By Christmas.

Syracuse, N. Y.—Board of Regents, New York State U., granted noncommercial educational uhf Channel 43, ERP 200 kw visual and 105 kw aural, antenna 560 ft. Comr. Sterling dissented.

An additional 14 applicants were notified pursuant to the McFarland Act that their bids are mutually exclusive with others and hence must be set for hearing. Another applicant was consolidated in one Portland, Ore., proceeding already designated for hearing.

FCC indicated concern over corporate authority of certain applicants to engage in telecasting and also put the multiple ownership issue of overlap consideration into two more cases. The hearing actions included:

Portland, Ore. (Group A-2, No. 2)—North Pacific Television Inc., Channel 8 applicant, was consolidated in comparative hearing with Portland Television Inc. and Westinghouse Radio Stations Inc. (KEX), to be held in Washington commencing Oct. 1.

Knoxville, Tenn. (Group A-2, No. 21) —Television Services of Knoxville and W. R. Tuley, both seeking uhf Channel 26, are being advised their bids are mutually exclusive and thus require comparative hearing.

Madison, Wis. (Group A-2, No. 30)—Monona Broadcasting Co. (WKOW) and Radio Wisconsin Inc. (WISC), both seeking uhf Channel 27, are being advised comparative hearing is required, with additional corporate consideration cited with respect to WISC. Bartell Broadcasters Inc. and Earl W. Fessler (WMFM-FM), both seeking uhf Channel 33, are being advised hearing is necessary, with additional corporate authority consideration cited in the case of Bartell Broadcasters.

Fresno, Calif. (Group A-2, No. 35)—Robert Schuler, Sheldon Anderson, L. E. Chenault and Bert Williamson, a partnership (KYNO), and J. E. O'Neill, both seeking uhf Channel 47, are being advised comparative hearing is indicated. FCC also cited additional consideration of overlap for Sheldon Anderson individually.

Weslaco, Tex. (Group A-2, No. 36)—Rio Grande Television Corp. (KGBS Harlingen), Taylor Radio & Television Corp. (KRGV Weslaco) and Valley Television Inc., Brownsville, all three seeking vhf Channel 5, are being advised comparative hearing is required.

Waco, Tex. (Group A-2, No. 38)—KWTX Broadcasting Co. (KWTX) and Waco Television Corp., both seeking vhf Channel 11 are being advised comparative hearing is required. In case of Waco Television, additional issue of overlap consideration is cited.

Jackson, Mich. (Group B-1, No. 13)—

(Continued on page 100)

SIGNAL OVERLAP

Crosley, Steinman Involved

POLICY QUESTION of the overlap of signals from TV stations which are in contiguous areas and under common ownership was posed by FCC last week in two major cases.

They bring to practical test the issue of multiple ownership in the new visual medium and raise the problem of possible "life or death" for certain existing stations and some proposed outlets.

In one proceeding, the Commission advised Crosley Broadcasting Corp. that applications to change the channels and powers of WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, pursuant to show cause orders of the Sixth Report finalizing the TV reallocation, "would cause Grade A overlap between Cincinnati and Dayton stations and Grade B overlap between all three stations and involve multiple ownership question which indicates necessity of a hearing."

Conditional grants were issued, however, for the switch of WLWT from Channel 4 to Channel 5, WLWC from Channel 3 to 4 and WLWD from Channel 2 to 5 pending final determination of the overlap question, but FCC specified that the stations must continue with their present operating power and so amend their applications to specify such power. Comr. George E. Sterling dissented and favored granting of full power as requested.

The three Crosley stations also were granted license renewals subject to issuance of appropriate orders modifying their licenses to reflect channel shifts required by the show cause orders.

In the other proceeding, that of WGAL-TV Lancaster, Pa., the Commission raised the issue of overlap between WGAL-TV and WDEL-TV Wilmington, Del. (see story page 67). Both are Steinman stations.

Switch to Channel 8

FCC issued a conditional grant to WGAL-TV for modification of license to switch from Channel 4 to 8, pursuant to a show cause order of the Sixth Report. But the Commission set for comparative hearing the application of WGAL-TV for a regular construction permit on Channel 8 and the competitive bid of WLAN Lancaster for a new station on Channel 8 there.

WDEL-TV was advised that its application to increase power and change from Channel 7 to 12, also pursuant to a Sixth Report show cause order, raises a question of overlap between WDEL-TV and WGAL-TV, indicating "the necessity of a hearing with the abovementioned WGAL-TV application." Meanwhile, WDEL-TV was required to file an application for operation on Channel 12 with "minimum power."

Comr. Sterling also dissented in the WGAL-TV proceeding, stating, "I am of the opinion that the overlap results from the engineering standards adopted by the Commission and hence must be recognized as such."

Many policy problems have been brought forth by the Commission action in these cases, Washington attorneys pointed out, noting, as did Comr. Sterling, that the matter has been brought to a climax by the new engineering standards of the Sixth Report which have had the effect of broadening the signal contours of existing and proposed stations to an appreciable extent over the coverage areas provided in the pre-freeze standards. Thus the overlap potential has been magnified, it was noted.

These are among the questions asked by industry counsel last week following FCC's action in the Cros-

(Continued on page 68)

television grants and applications

Digest of Those Filed With FCC Sept. 12 Through Sept. 18

Grants Since April 14:

	VHF	UHF	Total
Commercial	10	41	51
Educational	2	7	9
Total	12	48	60
On the Air	111 [1]		

1 Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	488	316	470	333	804 [2]
Educational	14	..	4	10	14
Total	502	316	474	343	818

2 One applicant did not specify channel.

NEW STATION GRANTS

DENVER, Col. — Mountain States Television Co. Granted uhf Ch. 20 (506-512 mc); ERP 89 kw visual, 53 kw aural; antenna height above average terrain 440 ft., above ground 550 ft. Engineering condition. Estimated construction cost $323,400, first year operating cost $350,000, revenue $300,000. Post Office address 1520 Clarkson St., Denver. Studio and transmitter location 1520 Clarkson St. Geographic coordinates 39° 44' 25" N. Lat., 104° 58' 37" W. Long. Transmitter and antenna RCA. Legal counsel Sher, Oppenheimer & Harris, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Irving L. Jacobs** (33⅓%), 50% owner of Mammouth Sports Garden Co.; Vice President **Sam S. Sigman** (33⅓%), 50% owner of the K&B Packing Co. (meat packers), and Secretary-Treasurer **Morris Sigman**, 50% owner of K&B Packing Co. (all principals are Denver residents). For application, see B•T, Aug. 4. City priority status: Gr. A-2, No. 1.

MONTGOMERY, Ala.—Capitol Bcstg. Co. (WCOV-AM-FM). Granted uhf Ch. 20 (506-512 mc); ERP 88 kw visual, 44 kw aural; antenna height above average terrain 520 ft., above ground 550 ft. Engineering condition. Estimated construction cost $275,000; first year operating cost $300,000; revenue $360,000. Post Office address Post Office Box 1029, Montgomery. Studio and transmitter location 3 mi. SE of Montgomery on Narrow Lane Road. Geographic coordinates 32° 20' 27.5" N. Lat., 86° 17' 30" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **Oscar P. Covington** (13.889%), Vice President **Clara R. Covington** (13.889%), Secretary-Treasurer **Hugh M. Smith** (2.778%), **Margaret Covington Milwee** (13.889%), **Ethel Covington** (13.889%), **Peggy Milwee Carlton** (13.889%), **Hazel C. Davies** (13.889%), **Earl B. Covington** (13.889%). For application, see B•T, July 7. City priority status: Gr. A-2, No. 26.

LITTLE ROCK, Ark. — Little Rock Telecasters. Granted uhf Ch. 17 (488-494 mc); ERP 22 kw visual, 12.5 kw aural; antenna height above average terrain 490 ft., above ground 352 ft. Engineering condition. Estimated construction cost $211,500, first year operating cost $190,000, revenue $200,000. Post Office address P. O. Box 420, Wichita Falls, Kan. Studio and transmitter location SE corner of Lee and McKinley Streets, Little Rock. Geographic coordinates 34° 45' 19.9" N. Lat., 92° 20' 41.7" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include general partners **Donald W. Reynolds** (50%), president of Southwestern Publishing Co., which is licensee of KFSA Fort Smith, Ark., and president of KHBG Okmulgee, Okla.; **E. H. Rowley** (45%), president and 20% stockholder of KWFT Wichita Falls, Tex., and **Kenyon Brown** (5%), 20% stockholder of Rowley-Brown Bcstg. Co., which is licensee of KWFT. For application, see B•T, Aug. 25. City priority status: Gr. A-2, No. 27.

FRESNO, Calif. — McClatchy Bestg. Co. (KMJ). Granted uhf Ch. 24 (530-536 mc); ERP 105 kw visual, 53 kw aural; antenna height above average terrain 1,980 ft., above ground 248 ft. Engineering condition. Estimated construction cost $626,630, first year operating cost $394,829, revenue $295,000. Post Office address 21st and Q Streets, Sacramento. Studio location Stanislaus and Van Ness. Transmitter location 3 mi. SW of Auberry-Shaver Lake Road at Meadow Lake Junction. Geographic coordinates 37° 04' 41" N. Lat., 119° 25' 46" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. **McClatchy Newspapers** own 100% of the applicant. Principals of the McClatchy Newspapers include President **Eleanor McClatchy** (33⅓%), Vice President and Secretary-Treasurer **Charlotte Maloney** (33⅓%) and **James B. McClatchy** (11.11%). Applicant is licensee of KWG Stockton, Calif., KFBK Sacramento, KERN Bakersfield, Calif., and KOH Reno. For application, see B•T, July 7. City priority status: Gr. A-2, No. 35.

SYRACUSE, N. Y.—U. of State of New York, State Educational Dept. Granted uhf Ch. *43 (644-650 mc), ERP 200 kw visual, 105 kw aural; antenna height above average terrain 560 ft. Engineering conditions. Comrs. Webster and Sterling dissented. Estimated construction cost $251,500. Post office address % Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany. Geographic coordinates 43° 02' 04" N. Lat., 76° 07' 36" W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead. Principals include the **Board of Regents**, U. of State of New York. For application, see B•T, July 7. Temporary processing procedure does not apply to noncommercial, educational applications.

COLUMBIA, S. C.—Radio Columbia (WCOS). Granted uhf Ch. 25 (536-542 mc); ERP 89 kw visual, 45 kw aural; antenna height above average terrain 650 ft., above ground 548 ft. Engineering condition. Estimated construction cost $247,117, first year operating cost $244,630, revenue $355,476. Post Office address Cornell Arms Bldg., Columbia. Studio and transmitter location Two Notch Road and Wisteria St. Geographic coordinates 34° 03' 22" N. Lat., 80° 58' 52" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Charles W. Pittman** (71%), Executive Vice President **James W. Hicks**, Vice President **H. W. Pittman** (29%) and Secretary-Treasurer **Margaret B. Pittman**. For application, see B•T, June 30. City priority status: Gr. A-2, No. 37.

COLUMBIA, S. C.—Palmetto Radio Corp. (WNOK). Granted uhf Ch. 67 (788-794 mc); ERP 680 kw visual, 340 kw aural; antenna height above average terrain 590 ft., above ground 420 ft. Engineering condition. Estimated construction cost $409,274, first year operating cost $266,000, revenue $266,000. Post Office address Hotel Jefferson, P. O. Box 5307, Columbia, S. C. Studio location 1811 Main St. Transmitter location 1819 Main St. Geographic coordinates 34° 00' 34" N. Lat., 81° 02' 18" W. Long. Transmitter DuMont, antenna GE. Legal counsel Ernest W. Jennes, Covington & Burling, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Samuel Litman** (20%), Vice President **J. W. Lindau III** (20%), Treasurer **W. Croft Jennings** (20%), and Secretary **Carlisle Roberts** (20%). For applications, see B•T, Aug. 11, July 7. City priority status: Gr. A-2, No. 37.

†ROANOKE, Va. — Radio Roanoke Inc. (WROV). Granted uhf Ch. 27 (548-554); ERP 105 kw visual, 62 kw aural; antenna height above average terrain 670 ft., above ground 240 ft. Engineering condition. Estimated construction cost $264,096, first year operating cost $165,504, revenue $160,000. Post Office address: Frank E. Koehler, Box 1110, Mountain Trust Bldg., Roanoke. Studio location 300 S. Jefferson St., Roanoke Transmitter location Mill Mt. Geographic coordinates: 37° 14' 55" N. Lat., 79° 56' 08" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Leo F. Henebry** (14%), jeweler at Roanoke, Bristol, Va., and Fayetteville, N. C.; Vice President **James Kirk King** (14%), 34% owner Roanoke City Mills (flour, feed); Secretary-Treasurer **Ernest W. Mitchell** (14%), 51% owner Mitchell Clothing Co.; Director **Thomas Howard Beasley** (13.3%), 56% owner Beasley Produce Exchange and Beasley Orchards; Director **Wallace S. Clement** (14%), food broker and warehouseman. For applications, see B•T, Aug. 4, July 14. City priority status: Gr. A-2, No. 34.

TEMPORARY AUTHORITY GRANTED

KPTV (TV) PORTLAND, Ore. — Granted temporary authority to operate new TV station on uhf Ch. 27 with reduced power pending delivery and installation of uhf transmitter specified in CP, for period Sept. 20 to March 20, with equipment tests beginning Sept. 18, and waived rules accordingly. Temporary operation will be with ERP 17.6 kw visual (transmitter output power of 1 kw visual, 500 w aural); antenna height above average terrain 1,020 ft. (See story, page 25).

HEARINGS

FCC on Sept. 18 notified 16 applicants for TV stations that their applications indicate the necessity for hearing. One applicant was requested to provide additional financial data and charter in connection with TV station application. Five existing stations were notified that because of overlap and for other reasons, necessity for hearing is indicated. For full details, see story, page xx.

NEW APPLICATIONS

(Listed by States)

TERRE HAUTE, Ind.—Polan Industries uhf Ch. 63 (764-770 mc); ERP 22.5 kw visual, 12.1 kw aural; antenna height above average terrain 536 ft., above ground 534 ft. Estimated construction cost $246,600, first year operating cost $200,000, revenue $225,000. Post Office address 321 8th St., Post Office Box 1720, Huntington, W. Va. Studio location to be determined. Transmitter location about 3½ mi. west

(Continued on page 74)

TV RULE LOOPHOLE

WGRD Scores Versluis

CLAIM that Versluis Radio & Television Inc. proposes to establish a TV station in Grand Rapids, Mich., by using a Muskegon frequency is made by WGRD Grand Rapids in a petition asking FCC to set the application for hearing.

WGRD also charges Leonard A. Versluis, president and 100% stockholder of WLAV-AM-FM Grand Rapids, with "trafficking in licenses" through his sale of WLAV-TV (now WOOD-TV) to Grandwood Broadcasting Co.

A separate petition filed by WGRD asks issuance of a notice of proposed rulemaking involving Sec. 3.607 of the FCC rules to plug a "loophole" by which purpose of the allocation principle may be defeated.

Requests Channel 35

The Versluis application requests Channel 35 at Muskegon, one of two uhf channels allocated the city. WGRD contends the Versluis station's transmitter would be 22 miles from the center of Muskegon and 19.6 miles from the nearest point of Muskegon. It would be 13.5 miles from the center of Grand Rapids and only 11.1 miles from the nearest city limits, it is claimed.

WGRD is an applicant for the only other Grand Rapids frequency, Channel 23. Booth Radio & Television Stations Inc. (WJLB Detroit, WBBC Flint and WSGW Saginaw) is an applicant for the same Grand Rapids channel.

The WGRD petition, filed by Leonard H. Marks, of Cohn & Marks, states that the Grand Rapids market is several times as large as Muskegon, with the former having a population of 175,647, compared to 48,047 for the latter.

Grand Rapids would receive a signal of 86.5 dbu at the most distant edge compared to 81 dbu over Muskegon at comparable points, it is claimed on basis of a study of the Versluis application.

In charging Mr. Versluis with "trafficking," WGRD points to comparative data involving WLAV-TV costs, claiming discrepancies exist. "The contract for purchase (of WLAV-TV) shows that $400,000 was paid for the physical assets referred to," it is charged, "$100,000 was paid for land which apparently cost only $1,900 and $882,067.93 was paid for the value of the business, contracts, affiliation and going concern value.

"Thus, it is clear that whichever cost value noted (in Paragraph 7) is used, Mr. Versluis' profit in the sale of his television properties exceeds $1 million."

Another set of discrepancies is claimed to exist in the financial data, showing "a difference of $91,321 in his assets and $33,935 in his net worth."

The WGRD petition charges that on Oct. 18, 1951, the day preceding transfer of WLAV-TV, Mr. Versluis bought a full page ad in the *Grand Rapids Press* in which he addressed a letter to the people of Grand Rapids. This sentence from the ad is cited by WGRD, quoting Mr. Versluis: "It is my wish to re-enter the television field at a later date with color, ultra-high frequency and all the innovations that are certain to be added to television of the future."

In the separate petition for rulemaking, WGRD declares a loophole exists in the rules, with the allocation principle defeated if the applicant is granted Channel 35 at Muskegon, "yet places a stronger signal in another community for which a channel assignment is made in the rules."

XUM

LANCASTER SNARL

Competitive Hearing Ordered by FCC

IN CONTROVERSIAL and complex allocation actions, FCC last week took steps to solve channel assignment problems at Lancaster, Pa., and Nashville, Tenn.

In the Lancaster action, strongly opposed by Comr. George E. Sterling, the Commission:

1. Denied petition of WLAN Lancaster to reconsider and set aside the show cause order of the Sixth Report which would switch WGAL-TV there from Channel 4 to Channel 8.

2. Granted WLAN's further petition for comparative hearing of its new station bid for Channel 8 with the application of WGAL-TV for move from Channel 4 to 8.

3. Conditionally approved WGAL-TV's request for modification of license to operate on Channel 8 with the express provision that such grant is subject to being withdrawn upon determination of the competitive hearing on the bid of WGAL-TV for regular permit on Channel 8 and the application of WLAN for the same facility.

Concurrently, FCC advised WGAL-TV and WLAN that their bids for Channel 8 are mutually exclusive and require consolidated hearing, "including an issue on the financial and other qualifications" of WLAN.

WDEL-TV Notified

The Commission further notified WDEL-TV Wilmington, Del., under common ownership with WGAL-TV, that its bid to change from Channel 7 to 12 (also required by the Sixth Report) and increase power raises question of overlap between WGAL-TV and WDEL-TV, indicating necessity for the application of WDEL-TV to be set for hearing with the WGAL-TV bid (see page 65). FCC meanwhile required WDEL-TV to file application to operate with minimum power on Channel 12.

At the same time, in the Nashville proceeding, the Commission majority:

Acknowledging error in the Sixth Report, deleted vhf Channel 5 from Nashville to satisfy minimum 190-mile co-channel separation from transmitter site of WMCT (TV) Memphis. Announced rule-making proceeding to allocate Channel 5 to Old Hickory, Tenn., community of 8,500 pop. 11 miles from Nashville but in its metropolitan area.

In the latter action, FCC set aside its conclusion in the Sixth Report granting the joint counter-proposal of WLAC and WSIX Nashville and counter-proposal of WKDA Nashville for assignment of Channel 5 there. FCC acknowledged that although Memphis and Nashville meet the 190-mile co-channel minimum spacing for Zone II, the Commission was unaware of the 187.5 mile separation between WMCT's transmitter site and Nashville.

The Commission further denied petitions of WMCT requesting modification of the FCC show cause order in order that it might change from Channel 4 to Channel 3 instead of to Channel 5.

Comrs. E. M. Webster and Frieda B. Hennock dissented from the Commission majority in the Nashville proceeding but did not detail their reasons.

Comr. Robert F. Jones, who is leaving FCC to join a private law firm, did not participate in any of last week's actions (see story page 23).

Meanwhile, other allocation developments last week included:

● Refusal by FCC to reconsider the Sixth Report so as to assign vhf channels to La Crosse, Green Bay, Wausau and Eau Claire, Wis., for noncommercial educational use in lieu of presently assigned uhf channels. FCC also refused request of State Radio Council to switch the reservation at Madison from uhf Channel 21 to vhf Channel 3. Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented.

● Denial by Commission of petitions of WHIS Bluefield, W. Va., and WOAY Oak Hill, W. Va. [B•T, Aug. 11], for waiver of one-year waiting rule so as to amend allocations table to add channels there.

● Protest of FCC's proposal to allocate vhf Channel 4 to Irwin, Pa. [B•T, Sept. 1], filed by WWSW Pittsburgh, which charges Commission is seeking to add channel to Pittsburgh area by "indirection."

● Support of the Irwin proposal, filed by WMCK McKeesport, Pa., which would be eligible to seek the facility there.

● Petition by WBRY Waterbury, Conn., that FCC waive the one-year rule so as to add uhf Channel 83 there and thus eliminate competitive hearing between WBRY and WATR for uhf Channel 53. WBRY said Channel 83 is available without conflict and must have been overlooked by Commission in final allocation.

Setting WGAL-TV's application for switch to Channel 8 (as required by FCC's show cause order) for comparative hearing with the new-station bid of WLAN drew sharp protest from Comr. Sterling, who in his dissent pointed out that the Third Notice of Further Rule Making in March 1951, upon which the Sixth Report is based, clearly indicates the show cause orders for existing stations to change channels were part of the national reallocation plan and do not fall under Sec. 309 of the Act. Sec. 309 requires FCC to hold comparative hearings for competitive applicants seeking the same facility in a given area.

"I am convinced," Comr. Sterling said, "that had the 31 licensees concerned been advised by the Commission that they might be subjected to hearings on competing applications when the show cause orders were issued requiring a move to a different channel from the one occupied, the Commission would still have been in the 'ice age' because these licensees, for their own protection, would have objected to the show cause orders in order to avoid competitive hearings with new applicants for the new assignments in their respective communities."

WLAN long sought to intervene in the show cause proceeding whereby FCC would require WGAL-TV to change from Channel 4 to 8 and even went before the U. S. Court of Appeals some weeks ago. WLAN dropped its appeal when FCC acknowledged that Channel 8 had not been finally assigned to WGAL-TV, despite the show cause order, and indicated WLAN had lost no right to compete for the channel [B•T, Aug. 4].

The Commission majority in its memorandum opinion and order said WLAN's "request for reconsideration of the (FCC) dismissal of its request to intervene in the WGAL show cause proceeding is based on a misconception of the action taken by the Commission in its Sixth Report and Order and in the memorandum opinion and order of April 14 . . . In these proceedings the Commission endeavored to establish a new and revised television channel assignment table which would provide a truly nationwide television service with a minimum of interference. . . . It was, therefore, critical to the establishment of an efficient nationwide interference-free television service that greater separations be effected between stations."

Separation Noted

The opinion noted that WGAL-TV on Channel 4 is 132 miles from WNBT (TV) New York and 86 miles from WNBW (TV) Washington, also on that frequency.

To accomplish the separation objectives, the majority said, "presented two questions with respect to Lancaster. First, the question was presented whether as a matter of good assignment principles the frequency in use should be retained in the community or whether another frequency should be assigned in place of the deleted frequency. Second, the question was presented whether, in the event that the assigned frequency were deleted and a new frequency substituted, the existing station should be authorized to operate on the new frequency in place of the deleted one."

"These are separate and distinct questions," the majority found. "The first is a rule making question of a quasi-legislative nature, while the latter is solely a licensing problem, adjudicatory in nature."

The Commission noted that both WLAN and WGAL-TV supported the Third Notice proposal to allocate Channel 8 to Lancaster in lieu of Channel 4 and said FCC's "decision in the Sixth Report and order was limited solely to the assignment question and no determination was made concerning the licensee who would be authorized to operate Channel 8 in Lancaster."

The Commission pointed out it "expressly left open the question with respect to [WLAN's] right to comparative consideration, were it to make (as it now has) appropriate amendments to its application prior to final action on the WGAL-TV show cause order."

Refutes Contention

The FCC majority stated it finds "no merit" in WGAL-TV's contention that WLAN is not entitled to comparative hearing for the reason that the show cause order was promulgated not pursuant to Sec. 309 but pursuant to Secs. 303(f) and 312(b), thus being legislative in nature and not warranting comparative hearing.

"The sole rule making determination with respect to Lancaster which was made by the Commission was that which related to the assignment of specific television channels to Lancaster," the majority explained. "This determination, by rule making . . . is not, however, to be confused with the entirely different adjudicatory determination with respect to the licensing of persons to operate stations on these channels. And in particular, the specific question presented here as to whether an authorization should be issued to operate a television station in Lancaster on Channel 8 to the existing licensee of station WGAL-TV or to the new applicant [WLAN], in no respect presents any rule making question."

FCC based this conclusion upon the Ashbacker case as decided by the Supreme Court and now Sec. 309(b) of the Communications Act.

Pending final determination of the comparative hearing, FCC said it has three alternatives with respect to continued operation of WGAL-TV. It said WGAL-TV could continue on Channel 4 during that time, it could terminate Channel 4 operation, or third, could issue a conditional authority to operate on Channel 8. FCC preferred the third alternative since the first would continue the sub-minimum spacing problem and the second would leave Lancaster without service entirely.

The majority ruled that WGAL-TV should operate on Channel 8 with minimum power since "we recognize that permitting the existing station to incur substantial ad-

(Continued on page 70)

Signal Overlap

(Continued from page 65)

ley and WGAL-TV proceedings:

● Does the scarcity of channels in TV mean that FCC will be more strict in its duopoly prohibition than in AM?

● How much overlap will be considered significant? . . . Grade A overlap only or both Grade A and Grade B?

● How much "common control" of stations will be required for them to be considered under common control for duopoly proceedings? What percentage of dual ownership is significant?

● In considering overlap cases, how much weight will be given to other TV services available or proposed to the area involved?

● What about factors of other holdings in radio, movies, newspapers etc. within the same or adjacent communities?

● How much weight will be given to the program offerings of the stations involved? Will it be more significant if the stations each are offering diverse programs rather than duplicating network shows?

The impact of television as a medium of communication as well as its economic value are other factors cited as possibly affecting the Commission's consideration of the multiple ownership problem.

Also pointed out was the psychological effect that would be put upon the Commission in ruling on a duopoly case involving an applicant which has multiple other TV holdings, as contrasted to an applicant which might have stations only in the two markets involved.

This brought observation that the Commission may be expected to rule on the multiple-ownership cases on a case-to-case basis as it has in the radio field. Multiple TV holdings in diverse markets are now limited to five stations.

Sec. 3.636 of the Commission's rules pertaining to multiple ownership, as finalized by the Sixth Report [B•T, April, 14], provides:

(a) No person (including all persons under common contro')[12] shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; Provided, however, That the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcast facilities in a manner inconsistent with public interest, convenience, or necessity.

[12] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

Certain of the industry counsel felt that the multiple ownership issue may be brought up in other cases and eventually may mean that some existing multiple-station operators might be forced to dispose of stations involved.

Others took an opposite view and explained that telecasters faced with potential duopoly situations could avoid them by not increasing power to the limit that would cause the overlap. They suggested that competitors who might propose "more efficient utilization" of the channel through higher power would not be successful in winning over the facility at time of renewal since FCC has ruled out the issue of coverage and area in comparative hearings involving the same market [B•T, Sept. 1].

Would Enlarge Issues

In reply to the latter conjecture, some counsel noted the issue of coverage and area comparison in consolidated hearings is under contest and a number of petitions have been filed with the Commission to enlarge issues in various hearings so as to allow such comparison. They contend that the problem may yet be resolved through court appeals.

Other potential overlap cases mentioned by industry attorneys included the Storer stations WSPD-TV Toledo, Ohio, and WJBK-TV Detroit. Both, however, received renewal of license for the regular period by the Commission last week. Toledo is 53 airline miles from Detroit.

Another overlap case is that of Greater Rockford TV Inc., applicant for Channel 13 at Rockford, Ill., which is mutually exclusive with the bid of WROK there. In notifying the firm that comparative hearing is required [B•T, Sept. 15], FCC interjected the overlap issue along with another on anti-trust. Wisconsin theatre operator Rolando F. Gran, 22.4% owner of Greater Rockford, also is 50% owner of Milwaukee Area Telecasting Corp., Channel 12 applicant at Milwaukee. FCC has said there would be overlap of 13 miles in Grade A coverage and 46 miles in Grade B coverage between the two proposed stations at Rockford and Milwaukee.

Meanwhile, FCC has interjected overlap issues into TV cases involving KYNO Fresno, Calif., and Waco Television Co., Waco, Tex. (see page 65). The KYNO issue concerns part-owner Sheldon Anderson in view of his bid for Tulare, Calif., where he operates KCOK. Overlap issue for Waco Television concerns Texas State Network bid at Fort Worth. Latter owns 40% of Waco firm.

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WDAF-TV *Kansas City*
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WHAS-TV *Louisville*
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WTMJ-TV *Milwaukee*
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XUM

TV STATIONS VOTE UNITY 5 FIRST PLACES

in BILLBOARD'S 2nd Film Survey — Sept. 6, 1952

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President	Sales Manager	Program Director	Eastern Div. Mgr.	TV Booker
~~~

Lancaster in Competitive Hearing Snarl

(Continued from page 67)

ditional expense involved in the construction of a television station operating with full power as proposed by WGAL Inc. in its application for a construction permit could result in an advantage to WGAL Inc. in a comparative consideration of its application with the competing application" of WLAN.

"In addition, there is a further reason for the limitation of this conditional grant to minimum power," the majority stated, noting WDEL-TV Wilmington has filed pursuant to another show cause order to switch from Channel 7 to 12 and increase effective radiated power from 0.476 kw to 316 kw. The majority continued:

In view of the common ownership of WGAL-TV and WDEL-TV, this application, together with the pending application of WGAL Inc., present the question whether the operations proposed would be in contravention of Sec. 3.636 of the Commission's rules relating to multiple ownership. This question, however, is not presented by the operation of WGAL-TV on Channel 8 at its present site with minimum power provided for by the Sixth Report and Order and by the operation of WDEL-TV on Channel 12 at its present site with minimum power provided for by the Sixth Report and Order.

In view of our conclusion that the applications of WGAL Inc. and [WLAN] should be designated for comparative hearing we believe that the application of WDEL Inc. for construction permit should be consolidated in that proceeding in view of the foregoing questions relating to multiple ownership. The considerations set forth above which impelled the grant of authority at this time to WGAL-TV for operation on Channel 8 apply equally to the operation of WDEL-TV on Channel 12. With respect to WGAL-TV, that authority was granted only conditionally in view of the pendency of the comparative hearing of the qualifications of WGAL, Inc. and Peoples. This latter consideration does not, of course, apply with respect to WDEL Inc. WDEL Inc. does not, however, have an application before us requesting operation on Channel 12 in Wilmington with minimum power, as does WGAL, Inc. with respect to Channel 8 in Lancaster. Since on application for such operation has been filed, specifications can not be drafted, and we are not in a position, therefore, to authorize the operation of WDEL-TV at this time on Channel 12 in Wilmington with minimum power.

We believe, however, that it is imperative that the channel changes contemplated by the show cause orders issued in this proceeding be accomplished with dispatch, and specifically, that WDEL-TV shift its operations from Channel 7 to Channel 12 in Wilmington at the earliest practicable date. Accordingly, WDEL Inc. is requested to file an application seeking authorization to operate WDEL-TV in Wilmington on Channel 12 with minimum power.

Taking issue with the majority's conclusions in several respects, Comr. Sterling dissented as follows:

I find it necessary to dissent from the action of the majority which holds a comparative hearing is necessary for the purpose of determining the successful applicant for channel 8 at Lancaster, Pennsylvania. The Commission stated clearly in the Third Notice of Further Proposed Rule Making concerning the television service the reasons why it was issuing Show Cause Orders to change channels of the existing facilities in the 31 cities concerned. This is pointed out with emphasis in paragraph 9 as follows:

*** * * In the light of the information set forth in paragraphs 5, 6 and 7 herein, it is the judgment of the Commission that its actions will result in a better utilization of television channels in the United States, Mexico and the Dominion of Canada by increasing the service area of the stations already on the channels in question and reducing the interference which would be caused to new stations that will be added to the channels in question; will promote the public interest, convenience and necessity; and will more fully and completely carry out the provisions of the Communications Act of 1934, as amended. Accordingly, pursuant to the provisions of sections 303 (f) and 312 (b) of the Communications Act of 1934, as amended, the licensees and permittees listed in paragraph 8 above are directed to show cause in these proceedings and in accordance with the procedures hereinafter set forth why their licenses and permits should not be modified as set forth in paragraph 8 above in the event the Commission deletes from their respective cities the channels listed under the Heading 'Present Channel Assignment' and substitutes therefor the channels listed under the heading 'Proposed Channel Assignment'."**

This language makes it abundantly clear why the Commission found it necessary to change the operating assignment of station WGAL from Channel 4 to 8 in order to provide a national television allocation plan which would better serve the entire Country; consequently, the proceeding was not one under Section 309 of the Act by which the Commission must hold a comparative hearing for competitive applicants seeking a particular frequency in a particular community.

If the Commission anticipated that it would be required to entertain competing applications in the 31 Show Cause cities, it should have so indicated in the Third Notice. Moreover, if consideration had been given to competing applications for the 31 channel changes involved in these proceedings and if hearings were necessary, it would have been, in my opinion, impossible to have lifted the "freeze" on April 11, 1952.

It is well known that because of the mileage separation required between cities in order to provide an engineeringly sound, nationwide assignment plan, there is a chain reaction which affects co-channel assignments hundreds of miles from a particular city. It is obvious from the above that the assignment proceedings and the Show Cause proceedings were interdependent and constituted a single plan of action on the part of the Commission.

I am convinced that had the 31 licensees concerned been advised by the Commission that they might be subjected to hearings on competing applications when the Show Cause Orders were issued requiring a move to a different channel from the one occupied, the Commission would still have been in the "ice age" because these licensees, for their own protection, would have objected to the Show Cause Orders in order to avoid competitive hearings with new applicants for the new assignments in their respective communities.

I do not believe that the Ashbacker Case constitutes a precedent for the action taken by the majority. In that case, the filing of the application for change in facilities was initiated by a licensee whereas in the instant case the application for change in channel stems from the Commission's initial action in issuing the Order to Show Cause to WGAL. The latter merely followed the procedure required to carry out the Commission's determination with respect to the Show Cause Order.

I recognize the right of an applicant to file a competing application for existing facilities when the application of a licensee is before the Commission for renewal. The Commission issued a renewal of license to WGAL on Channel 4 as of July 30, 1952, subject to the Show Cause proceeding. Peoples did not have an application for comparative hearing on Channel 4, hence has no standing as a competing applicant. It would be proper for the Commission to consider an application requesting a comparative hearing when the license issued to WGAL on July 30, 1952 is up for renewal. In the interim WGAL should be authorized to operate on Channel 8 in accordance with the Show Cause Order.

I concur with the result of the action taken by the majority in making a conditional grant to WGAL-TV on Channel 8. I would be in favor of a full grant now.

I am of the opinion that the overlap results from the Engineering Standards adopted by the Commission and hence must be recognized as such.

In the Nashville action, the Commission explained "it is our view that Channel 5 is incorrectly assigned to Nashville at a sub-standard separation. We believe that we must reconsider our action on the Nashville counter-proposals in light of the facts now brought to light. If, in acting on these counter-proposals, we had been aware of the actual separation between Nashville and WMCT, we would not, and in fact could not under our standards, have assigned Channel 5 to Nashville.

"Upon reconsideration, therefore, and based on our knowledge of the actual separation between Nashville and the WMCT transmitter site, we are required to deny the counter-proposals of the Nashville parties seeking the additional assignment of Channel 5 to Nashville and to correct the Sixth Report and Order and the table of assignments set out in Sec. 3.606 or our rules by deleting therefrom the assignment of Channel 5 to Nashville."

FCC said, however, this did not preclude assigning Channel 5 to another city within the Nashville area provided the minimum 190-mile separation is met. Old Hickory was found to meet this test.

Refuses Switch

The Commission refused to grant WMCT's petition to switch to Channel 3 or 10 in lieu of Channel 5 since it would violate rules relating to the temporary processing procedure.

In seeking waiver of the one-year rule, WHIS Bluefield asked the Commission to include the entire state of West Virginia in Zone I and to amend its table to substitue Channel 4 to 6 at Beckley and assign Channel 6 at Bluefield. WOAY Oak Hill asked that Oak Hill be included in Zone I so that Channel 4 could be allocated there.

FCC said no reasons for the waivers were advanced by the two petitioners and pointed out the Sixth Report explained why the waiting period is needed. The Commission continued:

We stated that such a provision serves a two-fold purpose: First, that it will permit the utilization of the Commission's limited personnel for the consideration and processing of the hundreds of applications for television stations which have been filed since the processing of such applications has commenced. We are of the view that prompt action upon these applications is necessary and desirable in view of the duration of the television proceedings since 1948, and the consequent freeze on the establishment of new stations.

We stated that the second end to be served by this provision is that the experience gained in the ensuing year in the consideration and processing of applications for new stations will be extremely valuable in the re-evaluation and reconsideration of the table of assignments and in the disposition of such petitions requesting an amendment to the table. Our experience since the processing of television applications commenced on July 1 has strengthened our belief that the one year waiting period prescribed by Sec. 3.609 is both necessary and desirable. No reasons have been offered by peti-

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Philadelphia Story

PROPOSAL that all Philadelphia City Council meetings and certain council committee meetings be telecast was made last week by Councilman Philip Lord. One of three Republican councilmen, Mr. Lord, said that council members have expressed a desire to have the public know more about their work. The best way to accomplish this, said Mr. Lord, would be to have the meetings telecast.

WAGE CONTROLS

WSB Defines 'Engineers'

AN OFFICIAL order interpreting the amended Defense Production Act with respect to wage-salary exemptions for "professional engineers" was issued by the Wage Stabilization Board last Wednesday.

In substance, the interpretation coincides with that handed down by the Office of Salary Stabilization this past summer. It covers "professional engineers employed in a professional capacity."

The interpretation makes plain that radio-TV broadcast technicians and others — maintenance, sales, stationary, etc.—do not properly fall within the definition, and thus are not exempt. Wage contracts negotiated for non-supervisory technicians with union (IBEW, NABET) membership are subject to WSB jurisdiction.

By contrast, the bulk of radio consulting engineers are "professional . . . employed in a professional capacity" and hence exempt from wage or salary controls. The definition may have varying application to engineers in electronics firms, depending on the nature of their work.

Rules Change

IN A MOVE to simplify administrative procedure, the FCC last week amended its rules and delegated to the Chief, FCC Field Engineering & Monitoring Bureau, the right to authorize the Secretary to suspend the licenses of commercial radio operators when they violate the rules. Authorization could also be granted the Secretary to set the matters for hearing, if requested by the holder of the license. Similar authority was given to the Chief of FCC's Safety & Special Radio Services Bureau to give authorization to the Secretary for the issuance of orders suspending the licenses of amaters.

No Mike Fright

MIKE DiSALLE, Democratic candidate for the U.S. Senate, last Wednesday took his Talkathon into a third Ohio city—Toledo—and came away with $4,000 in campaign funds. Mr. DiSalle conducted a question-and-answer program telecast by WSPD-TV and broadcast by Toledo radio stations, answering some 450 queries from listeners - viewers. Earlier, the former OPS chief had appeared on similar shows in Columbus and Cincinnati [B•T, Sept. 8].

XUM

HIT 'EM WHERE THEY'RE LOOKING!

and in Detroit they're sure looking at WJBK-TV *because:*

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A STORER STATION
Top CBS and DUMONT Television Programs
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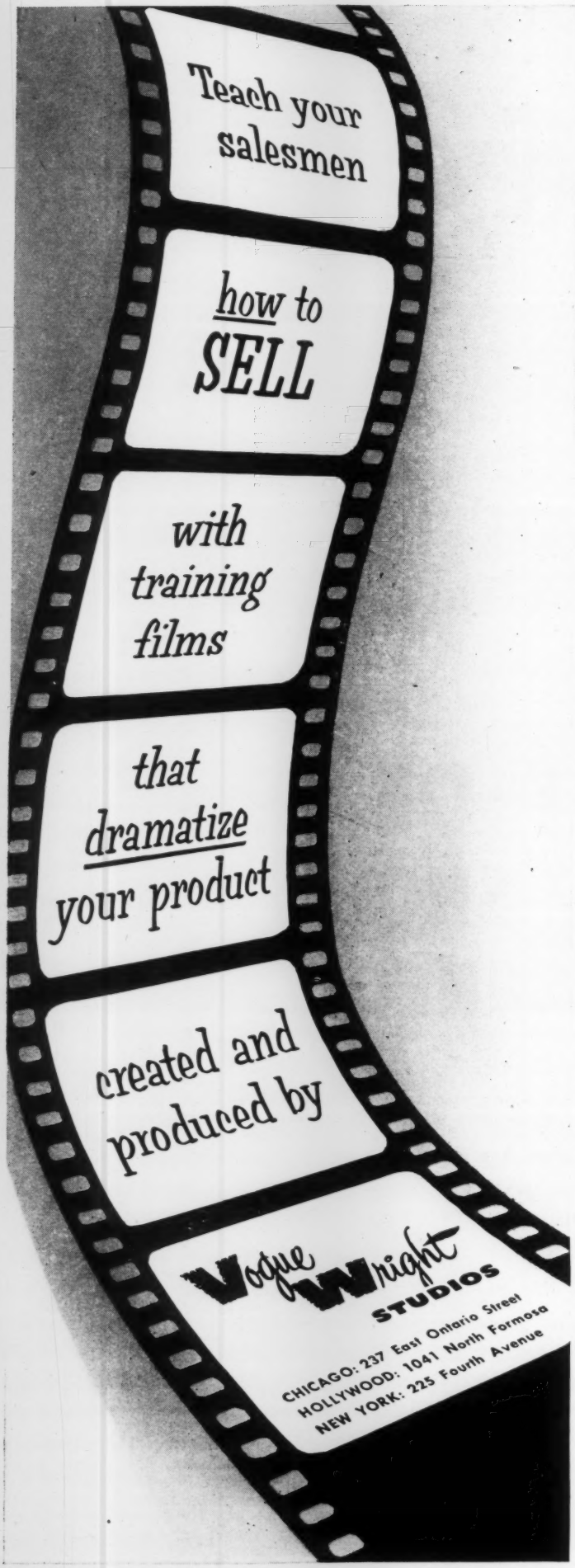
Here Are the Top Ten TV Shows in Detroit:

1st	BOSTON BLACKIE	WJBK-TV
2nd	GODFREY'S TALENT SCOUTS	WJBK-TV
3rd	WHAT'S MY LINE?	WJBK-TV
4th	BOXING	WJBK-TV
5th	BIG TOWN	WJBK-TV
6th	DANGER	WJBK-TV
7th	DRAGNET	WWJ-TV
8th	GODFREY AND HIS FRIENDS	WJBK-TV
9th	RACKET SQUAD	WJBK-TV
10th	TELEVISION PLAYHOUSE	WWJ-TV

According to Pulse July Program Averages



Lancaster in Competitive Hearing Snarl

(Continued from page 70)

tioners nor are we aware of any reasons, for waiving the provisions of this rule, or for amending it to permit the consideration of such petitions as the instant ones.

WWSW Pittsburgh, respecting the Irwin proposal, noted FCC deferred action of the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report on the grounds that if Channel 4 is allocated to Irwin it may be applied for in Braddock.

"In other words," WWSW contended, the Commission thus suggets its willingness to assign Channel 4 to Braddock but only by indirection. But if the channel were directly assigned to Braddock it could be used in Pittsburgh."

Criticizes 'Juggling'

"The pregoing type of juggling of assignments is wrong and is unnecessary under any conceivable interpretation of the Commission's powers," WWSW charged. "Since the plain purpose of Mayor [David L] Lawrence's petition [to assign Channel 4] to Irwin is to increase television service to the Pittsburgh area, the issue should be met directly and not in such a way as to make the Commission appear guilty of subterfuge. Any scheme by which the actual result is an additional channel for Pittsburgh but which will require studios in Irwin should be rejected."

"Equally," WWSW asserted, the Commission should not become involved in any contrivance which will give unmerited preference" to WLOA over other Pittsburgh area applicants.

WMCK's Plans

WMCK McKeesport, in its support of the Irwin proposal of FCC on grounds it would result in efficient spectrum use, stated it plans to file for Channel 4 at McKeesport should the proposal be finalized.

In order to add uhf Channel 83 at Waterbury, WBRY would substitute uhf Channel 75 for reserved Channel 83 at Poughkeepsie, N. Y., and substitute uhf Channel 48 for 60 at Middletown, N. Y. WBRY explained no applications are pending for those channels in the two cities.

RTMA MEET

5,775,000 TV Sets Seen for '52

TELEVISION set manufacture will approximate 5,775,000 units this year, in the "average" estimation of members of the Radio-Television Mfrs. Assn.'s Sales Managers Committee, as recorded during RTMA's three-day meeting in New York last week.

This figure was described as the "average" of all estimates by committeemen, and compares with the 1952 production forecast of around 5 million sets.

Other highlights of the first two days of the Wed.-Fri. sessions, in which more than a score of committee and section meetings were held, included plans to sponsor, in conjunction with New York Trade School, a course for training television technicians; organization of a combined phonograph industry committee, and plans for partial sponsorship of a contest among youthful amateur radio operators.

To Choose Successor

Top news development of the three-day sessions was expected at a meeting of the RTMA board, which was to name a successor to President Glen A. McDaniel, either on a permanent or interim basis (see AT DEADLINE for late development). Mr. McDaniel has resigned, effective Oct. 1, to return to New York and the practice of Law [B•T, June 30]. Board Chairman A. D. Plamondon Jr. was slated to preside over this meeting.

Earlier, the Service Committee approved sponsorship of a TV technicians training course in conjunction with NYTS, a private institution. Teacher of the course will come from industry, RTMA will provide funds to help offset expenses not covered by tuition, and manufacturers will provide equipment to be used in the course. An industry advisory board also will be set up to counsel with both the teacher and the school.

In the phonograph industry conference, J. A. Berman of Shure Bros. Inc., Chicago, was named chairman of a combined industry committee of representatives from the radio-TV equipments and parts industry and the phonograph manufacturing, records, and needles industries. John W. Griffin of the Record Industry Assn. was appointed chairman of a subcommittee to devise a slogan or theme promoting music in the home, while Norman C. Owens, of Webster-Chicago Corp., was designated to head a subcommittee to promote cooperation with other associations.

The ham operators contest plans, approved by the Amateur Activities Section of the RTMA Parts Div., envision some 200 prizes for a Radio Club and Radio Contest being sponsored by RTMA and *Boys' Life* magazine in cooperation with American Radio Relay League and other amateur radio organizations and publications.

Contest is open to youths who are not already licensed amateur operators and who have not reached their 19th birthday by Jan. 1, when the competition opens, and prizes will be awarded in two categories: One, where manufactured receivers (including converted surplus) are used, and the other where home-built receivers (including those built from kits) are employed.

XUM

SAN ANTONIO VOTES KEYL FIRST!*

KEYL HAS **TOP TWO** PROGRAMS!

KEYL HAS **7** of top **10**!

KEYL HAS **10** of top **14**!

KEYL IS THE ADVERTISER'S **TOP** SPOT FOR SALES!

STORER BROADCASTING COMPANY · KEYL

CHANNEL 5 SAN ANTONIO

REPRESENTED BY KATZ

NATIONAL SALES HEADQUARTERS—
TOM HARKER, V.P. NATIONAL SALES DIRECTOR
488 MADISON AVENUE, NEW YORK CITY, N. Y.

* According to August 1952 Pulse, **KEYL** has 7 out of 10 (including the first two) and 10 out of the top 14.

1. Wrestling—**KEYL**
2. Amos and Andy—**KEYL**
3. Best of Groucho Marx—Station-B
4. Playhouse of Stars—**KEYL**
5. Dangerous Assignment—Station-B
6. Television Playhouse—Station-B
7. Boxing—**KEYL**
8. Lone Ranger—**KEYL**
9. Toast of the Town—**KEYL**
10. Danger—**KEYL**
11. Arthur Murray Dance Party—**KEYL**
12. Martin Kane, Private Eye—Station-B
13. Suspense—**KEYL**
14. Summer Theatre—**KEYL**

XUM

TV Grants, Applications, Sept. 12-18

(Continued from page 66)

of center of Terre Haute. Geographic coordinates 39° 28' 32" N. Lat., 87° 27' 29" W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (20%) partners **Albert S. Polan, E. G. Polan, Lincoln M. Polan, Dr. Charles M. Polan** and **Lake Polan Jr.**, all 20% partners in Polan Industries (mfrs. of glass envelopes for television tubes and electronics mfg.) and also 20% partners in Huntington Processing & Packaging Corp. (mobile machine shop units), Huntington. Applicant is grantee of new TV station in Ashland, Ky. City priority status: Gr. A-2, No. 62.

UTICA, N. Y.—Richard H. Balch, uhf Ch. 19 (500-506 mc); ERP 52.2 kw visual, 26.1 kw aural; antenna height above average terrain 878 ft., above ground 531 ft. Estimated construction cost $358,052, first year operating cost $250,000, revenue $250,000. Post Office address 20 Whitesboro St., Utica 2, N. Y. Studio location to be determined. Transmitter location at intersection of Grace Hill Road and Smith Hill Road, about 2.5 mi. NE of Deerfield, 500 ft. SE of WKTV (TV) antenna. Geographic coordinates 43° 08' 34" N. Lat., 75° 10' 39" W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Sole owner of applicant is **Richard H. Balch,** vice president of Frost Inc. (fishing tackle distributors), New York; president of Horrocks-Ibbotson Co. (fishing tackle mfrs.), Utica, N. Y., and interest in real estate and insurance companies. Mr. Balch was permittee of WFRB-AM-FM Utica which was deleted in 1948. City priority status: Gr. B-2, No. 144.

MOUNT AIRY, N. C.—Ralph D. Epperson (WPAQ), uhf Ch. 55 (716-722 mc); ERP 21.4 kw visual, 10.7 kw aural; antenna height above average terrain 1,480 ft., above ground 370 ft. Estimated construction cost $150,700, first year operating cost $125,000, revenue $135,000. Post Office address WPAQ, Mount Airy, N. C. Studio location WPAQ Bldg. Transmitter location within park grounds of Pilot Mt., 3 mi. almost due south of town of Pilot Mt., 1,570 ft. west of spectacular pinnacle known as Pilot Knob. Geographic coordinates 36° 20' 23.4" N. Lat., 80° 28' 48" W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Sole owner of applicant is **Ralph D. Epperson,** owner of WPAQ. City priority status: Gr. A-2, No. 691.

†**TOLEDO, Ohio—The Community Bcstg. Co. (WTOL),** vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,042 ft. Estimated construction cost $805,383, first year operating cost $1,033,127, revenue $1,244,989. Post Office address 709 Madison Ave., Toledo 2, Ohio. Studio location not indicated. Transmitter location on Cedar Point Road near Norden Road, 3 mi. east of Harbor View. Geographic coordinates 42° 40' 22" N. Lat., 83° 22' 47" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President and Treasurer **Frazier Reams** (70%), Vice President **Morton Neipp** (10%), Secretary and Managing Director **Thomas S. Bretherton** (10%) and Assistant Secretary **Glenn H. Reams** (10%). City priority status: Gr. B-4, No. 192.

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

WITV (TV) Ft. Lauderdale, Fla. (Gerico Investment Co., uhf Ch. 17; previously assigned WFTV [TV]); **WAKR-TV Akron, Ohio** (Summit Radio Corp., uhf Ch. 49); **WMAC-TV Massillon, Ohio** (Midwest TV Co., uhf Ch. 23); **WKST-TV Newcastle, Pa.** (WKST Inc., uhf Ch. 45); **WHUM-TV Reading, Pa.** (Eastern Radio Corp., uhf Ch. 61); **WEEU-TV Reading, Pa.** (Hawley Bcstg. Co., uhf Ch. 33); **WTVU (TV) Scranton, Pa.** (Appalachian Co., uhf Ch. 73; previously assigned WUTV [TV]), and **WSLS-TV Roanoke, Va.** (Roanoke Bcstg. Corp., vhf Ch. 10).

FLORENCE, S. C.—Pee Dee Television Corp., vhf Ch. 8 (180-186 mc); ERP 27.7 kw visual, 13.85 kw aural; antenna height above average terrain 353 ft., above ground 355 ft. Estimated construction cost $169,155, first year operating cost $115,000, revenue $150,000. Post Office address P. O. Box 1211, Florence, S. C. Studio and transmitter location 3 mi. NW of Florence on U. S. 52, site of WJMX (AM). Geographic coordinates 34° 13' 40" N. Lat., 79° 47' 58" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Eugene E. Stone** (7.1%), president and 58.1% owner of WJMX Florence; Vice President **Lewis B. Hyman Sr.** (7.1%), vice president and 52% owner of WDSC-AM-FM Dillon, S. C.; Vice President and Secretary **Paul H. Benson Jr.** (7.1%), secretary and 32.9% of WJMX; Treasurer **J. Boone Aiken** (7.1%), owner of Aiken & Co. (general insurance, real estate, property management, mortgage loans and investments), Florence; **W. Lee Flowers** (7.1%), president and majority stockholder of W. Lee Flowers & Co. (wholesale grocers in Lake City and Marion, S. C., and Lumberton, N. C.); **Joseph K. Martin** (7.1%), president and 14% owner of WDSC-AM-FM; **DeLeon Finklea** (7.1%), owner of retail radio and television sales and service business, Florence; **John G. Hyman** (7.1%), 90% owner of Hyman Drug Co., Pamplico, S. C., and 25% to 50% interest in various motor companies (automobile sales and service); **Willie B. Cox** (7.1%), president of Cox Motors (Hudson and Packard automobile dealers), Florence; **L. Carl Hyman** (7.1%), president of Hyman Auto Co., Lake City and Hemingway, S. C.; **I. Percy McWhite** (7.1%), president of Palmetto Bank & Trust Co., Lake City, distributor for Gulf Oil Corp. and 50% owner of Thomlinson & McWhite, cotton ginners, Lake City; **Philip B. Brown** (7.1%), vice president and 2% owner of WDSC and secretary-treasurer and 50% owner of Brown-Lucius Corp. (FCX dealer agent, farmer's cooperative), Dillon; **John McDonald Law** (7.1%), vice president and 8.9% owner of WJMX, and engaged in real estate and business sales on commission basis, and **Dr. Dexter M. Evans** (7.1%), general practice of medicine, Lake City. City priority status: Gr. A-2, No. 228.

GALVESTON, Tex.—Rudman Television Co., uhf Ch. 35 (596-602 mc); ERP 227 kw visual, 119 kw aural; antenna height above average terrain 469 ft., above ground 482 ft. Estimated construction cost $422,500, first year operating cost $366,000, revenue $420,000. Post Office address Mercantile Bank Bldg., Dallas, or 5507 Edlen Drive, Dallas, or c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas. Studio and transmitter location on State Hwy. 6 at Hitchcock, Tex., 14 mi. NW of Galveston. Geographic coordinates 29° 20' 59" N. Lat., 95° 01' 13" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **M. B. Rudman,** independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota; principal offices in Mercantile Bank Bldg., Dallas. He also seeks TV stations in Bismarck and Minot, N. D. City priority status: Gr. A-2, No. 58.

APPLICATIONS MODIFIED

LOS ANGELES, Calif. — John Poole Bcstg. Co. (KBIG) (modification of application), uhf Ch. 22 (518-524 mc); ERP 540 kw visual, 315 kw aural; antenna height above average terrain 2,929 ft., above ground 146 ft. Change in antenna because of proposal of U. of Southern California to mount its TV antenna for uhf Ch. *28 on tower owned by John Poole Bcstg. Co., now used by KFMV (FM) Los Angeles. For earlier application, see B•T, July 7.

THOMASVILLE, Ga.—E. D. Rivers Sr. (modification of application). Geographical coordinates changed to 30° 50' 55" N. Lat., 83° 57' 12" W. Long. For application, see B•T, July 14.

MUNCIE, Ind.—Tri City Radio Corp. (WLBC) (modification of application), to change ERP from 17.4 kw visual, 8.7 kw aural, to 18.05 kw visual, 9.1 kw aural; change antenna height above average terrain from 524 ft. to 526 ft. For application, see B•T, June 16.

BALTIMORE, Md. — WITH-TV Inc. (WITH) (modification of application), uhf Ch. 60 (746-752 mc); ERP 104 kw visual, 58.5 kw aural; antenna height above average terrain 304 ft., above ground 360 ft. Estimated construction cost $283,500, first year operating cost $250,000, revenue $200,000. Post Office address 7 East Lexington St., Baltimore 3, Md. Studio location 7 East Lexington St. Transmitter location 1220-1230 Curtain Ave. Geographic coordinates 39° 18' 58" N. Lat., 76° 36' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Jansky & Bailey, Washington. Modification of application; for earlier application see B•T, Aug. 4.

LINCOLN, Neb.—Cornhusker Radio & Television Corp. (KOLN) (modification of application), vhf Ch. 12 (204-210 mc); ERP 21.6 kw visual, 10.8 kw aural; antenna height above average terrain 313 ft., above ground 377 ft. Estimated construction cost $195,129, first year operating cost $180,000, revenue $200,000. Post Office address % Radio Station KOLN Lincoln, Neb. Studio and transmitter location 40 and W Streets. Geographic coordinates 40° 49' 23" N. Lat., 96° 39' 28" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Edward M. O'Shea** (now 48.5%; proposed 41.78%); Vice President **Harold E. Anderson** (now 2.5%; proposed 15.5%), and Secretary **Bennett S. Martin** (now 48.5%; proposed 41.78%). Modification of application; for earlier application see B•T, July 28.

FARGO, N. D.—WDAY Inc. (WDAY) (modification of application), to change ERP from 64.4 kw visual, 32.2 kw aural, to 70.55 kw visual, 35.275 kw aural; change antenna height above average terrain from 460 ft. to 172 ft. For application, see B•T, June 23.

PORTLAND, Ore. — Cascade Television Co. (modification of application); type of antenna and other equipment changes. For application, see B•T, Sept. 15.

PHILADELPHIA, Pa. — Lou Poller (modification of application), uhf Ch. 23 (524-530 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 755 ft., above ground 685 ft. Studio location to be determined. Transmitter location on Waverly Road. Geographic coordinates 40° 05' 30" N. Lat., 75° 10' 36" W. Long. Transmitter RCA, antenna GE. For earlier application, see B•T, Aug. 11.

KNOXVILLE, Tenn. — WKGN Inc. (WKGN) (modification of application); change in stockholders, and service contours in engineering report corrected. For application, see B•T, July 28.

NASHVILLE, Tenn. — WSIX Bcstg. Station (WSIX) (modification of application), vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 168 kw aural; antenna height above average terrain 1,065 ft., above ground 631 ft. Estimated construction cost $623,570, first year operating cost $500,000, revenue $500,000. Change in antenna height to conform with approval given to applicant by Air Coordinating Committee for increase in tower height. For earlier application, see B•T, July 14.

WICHITA FALLS, Tex.—Wichtex Radio & Television Co. (KFDX), (modification of application); change antenna height above average terrain from 510 ft. to 504 ft. For application, see B•T, June 30.

HONOLULU, T. H.—Radio Honolulu Ltd. (modification of application); additional corporate and financial data submitted. For application, see B•T, July 7.

EXISTING STATIONS

Changes Requested

WKNB-TV NEW BRITAIN, Conn.—Mod. CP (which authorized new TV station), to increase ERP from 180 kw visual, 90 kw aural, to 206 kw visual, 103 kw aural; move transmitter location from 3.3 mi. NE of Southington (Hartford), Conn., to Rattlesnake Mt., ¾ mi. SE of junction of U. S. 6 and Connecticut Route 10, south of Farmington, Conn.; antenna height above average terrain 970 ft. Estimated cost of change $334,379.

WEEK-TV PEORIA, Ill.—Mod. CP (which authorized new TV station), to change studio location from "to be determined" to 2907 Springfield Road, Groveland Township, Ill.

WNAC-TV BOSTON, Mass.—Amended application to change ERP from 200 kw visual, 100 kw aural, to 26.6 kw visual, 13.3 kw aural; antenna height above average terrain 470 ft.

WWLP (TV) SPRINGFIELD, Mass.—Mod. CP (which authorized new TV station) to change ERP from 115 kw visual, 58 kw aural, to 150 kw visual, 75 kw aural; change transmitter location from Mt. Tom, 1.75 mi. NW of Holyoke, Mass., and studio location from "to be determined," to North West St., Provin Mt., Agawam, Mass.; antenna height above average terrain 704 ft.

WSYR-TV SYRACUSE, N. Y.—Mod. CP (which authorized new TV station) to change type of antenna.

WFMY-TV GREENSBORO, N. C.—Mod. CP (which authorized changes in existing station) for extension of completion date from Oct. 20, 1952, to April 20, 1953.

WHUM-TV READING, Pa.—Mod. CP (which authorized new TV station) to change transmitter location from 2.8 mi. SSW of Summitt Station, Berks County, Pa., to 2.7 mi. SSW of Summitt Station, Berks County, Pa., antenna height above average terrain 1,766 ft.

WMCT (TV) MEMPHIS, Tenn.—Change from Ch. 4 (66-72 mc) to Ch. 3 (60-66 mc), ERP from 13 kw visual, 7 kw aural, to 100 kw visual, 50 kw aural; antenna height above average terrain from 666 ft. to 977 ft. Estimated cost of change $200,000.

AT SIGNING of pact for General Motors to sponsor NCAA games on NBC-TV were (l to r) Asa S. Bushnell, director, NCAA TV program for 1952; William F. Hufstader, GM vice president in charge of distribution staff, and Paul Garrett, GM vice president of public relations staff.

EDUCATIONAL OUTLET

Phila. Possibility Looms

POSSIBILITY of establishing a cooperative educational television station in Philadelphia, in Memorial Hall, Fairmount Park, at a cost of $1 million was reported by Walter Biddle Saul, president of the Board of Education.

Mr. Saul reported that the mayor, other city officials and the Park Commission were considering the possibility of having the city convert the hall to use as a television studio. He added that the survey to date, including inspection of Memorial Hall by architects and other investigations by engineers and television experts has cost nothing. All work, he said, has been done voluntarily.

KMTV (TV) Expansion

KMTV (TV) Omaha has marked its third anniversary with an announcement of a huge expansion plan. Owen Saddler, general manager, said the station will immediately begin constructing a large, modern, air-conditioned, acoustically-treated studio, larger than the one now in use. The remodeling plan also calls for a new film processing room, glass-enclosed control room, news room, new offices and greatly enlarged storage area.

XUM

APS memo from Mitch

Maurice B. Mitchell, *General Manager*
ASSOCIATED PROGRAM SERVICE
151 West 46th Street
New York 19, N. Y.

Are you sick of BLOOD, SEX and STEERS?

This is a message to stations, advertisers and agencies who are seeking a television program that will appeal to a family audience.

We are now releasing the famous Encyclopedia Britannica series of "Great Men" films for television.

There are 26 films in the series. Each is timed exactly to 12 minutes.

Sponsors like Southwestern Bell Telephone (Kansas City)...North Pole Real Ice Cream (Pittsburgh)...Pate Oil (Milwaukee)...Third National Bank (Nashville)...and others have found them to be superb examples of class advertising with universal appeal.

The subjects are listed below. The cost is reasonable. Audition prints are available.

"the library that pays for itself"

Story of Christopher Columbus
Robert Cavelier, Sieur de Las Salle
Benjamin Franklin
George Washington
Thomas Jefferson
Daniel Boone
Lewis and Clark
Alexander Hamilton
John Marshall
John Quincy Adams
Eli Whitney
Andrew Jackson
Daniel Webster
John C. Calhoun
Henry Wadsworth Longfellow
Horace Mann
John C. Fremont
Abraham Lincoln
Andrew Carnegie
Booker T. Washington
Susan B. Anthony
Washington Irving
James Fenimore Cooper
John Greenleaf Whittier
Oliver Wendell Holmes
Louisa May Alcott

WICC-TV PLANS

Building, Promoting Begins

CONSTRUCTION of WICC-TV Bridgeport, Conn., is slated to start this week, with completion scheduled by January. Arrangements already are made for the station, described as New England's first uhf outlet, to contribute to Bridgeport's continuation as a uhf testing ground.

President Philip Merryman, signing a $270,000 contract with Graybar Electric Co. for both studio and transmitting equipment, said agreement terms provide for Federal Telecommunications Labs., which will supply equipment through Graybar, to use WICC-TV to field test its laboratory developments in new TV equipment under actual operating conditions.

Bridgeport is noted as the site of RCA's pioneering experimental uhf station, which has been sold to Empire Coil Co. and sent to Portland, Ore., where it was slated to go on the air over the past weekend (see story page 25). Under the arrangements with Federal, Mr. Merryman reported, that company will use WICC-TV to test any laboratory developments it wishes, including color as well as monochrome TV.

Mr. Merryman said total construction and equipment cost of WICC-TV will be about $350,000. A new building is under construction seven miles north of Bridgeport to house both the TV station—on Channel 43—and WICC studios. WICC-TV will use a 435-ft. tower and effective radiated power will be about 20 kw initially, going to 200 kw upon delivery of equipment expected about mid-1953. The station will be affiliated with ABC-TV, with local programming stressing community news and events.

Federal is supplying transmitter, master control and other studio equipment as part of a complete station package, which also will include tower, antenna, cameras, lighting and wiring and other electrical equipment, all supplied through Graybar.

Mr. Merryman said he expected about 15,000 uhf sets to be in the area by the time the station goes on the air. Several manufacturers are cooperating by holding training sessions for service men, in addition to instituting set promotion campaigns, he said.

WNBT (TV) Buys

WNBT (TV) New York has bought the syndicated film series, *The All American Game of the Week* for presentation 13 weeks, starting this Wednesday from 7-7:30 p.m. Consolidated Television Sales is distributing the series, produced by Sportsvision Inc., Hollywood. Series also will be shown over WBEN-TV Buffalo, starting this week, under the sponsorship of Coca-Cola. Agency: Comstock & Co., Buffalo.

WICC-TV President Merryman (l) signs contract with Thomas Gallatin of Graybar Electric Co., which will furnish uhf equipment for station.

RECEIVER SALES

Andrea Sees Banner Year

PREDICTION that 1953 will be a banner year for television receiver sales was voiced by Frank A. D. Andrea, president of the Andrea Radio Corp., New York, at a trade showing of his firm's 1953 line in the Waldorf-Astoria Hotel last week.

He tempered his optimism with a warning that the industry must profit from what he called the recent experience in Denver. He said the "dumping of old and work-over receivers has left a great many unhappy owners in Denver."

Mr. Andrea observed that there is "a great potential for replacement of small screen receivers and tremendous new markets open to us when the new FCC-authorized vhf and uhf stations get on the air."

Lynn Eaton, Andrea's general sales manager, said the firm's new TV receiver line includes complete coverage of uhf with factory-installed continuous uhf tuner or vhf only, with provision for adding strips or complete tuner later.

NEW USES OF TV

Tested by B&O, RCA Victor

NEW uses of television in railroading which may save both time and money were explored last week by the Baltimore & Ohio Railroad and RCA Victor at the B & O's Barr Yard in Chicago.

Instead of walking among trains and over tracks, a checker sat before a newly-developed Vidicon industrial TV system and listed numbers of cars as they passed before an unattended camera. Speaking for RCA Victor, W. W. Watts, vice president in charge of RCA Engineering Products Dept., commented that railroading is the newest and one of the most challenging of a growing list of industrial and scientific fields.

TV SPOT announcement promotion campaign on behalf of DuMont retail TV dealers in New York is being carried over DuMont's WABD (TV) New York. Some 40 spots per week are being used.

COLUMBIA COURSE

Planned for ABC-TV

ACTUAL seminar in American civilization given by Columbia U. School of General Studies will be presented in a weekly series over the ABC-TV network, starting Sat., Oct. 4, 7-7:30 p.m. EST.

In a joint statement to be released yesterday (Sunday) by Robert E. Kintner, ABC president, and Louis M. Hacker, dean of Columbia U. School of General Studies, the series, entitled "Seminar," was described as a study of the major contributing factors of civilization in the U. S., as derived from the impact of great thinkers, great writers and great books.

Program will be based on a regular course given at Columbia and will examine such books as Toynbee's *Civilization on Trial*, Marx and Engels' *Communist Manifesto*, Freud's *Civilization and Its Discontents*, and works by St. Augustine, John Calvin, John Locke, Adam Smith and Ralph Waldo Emerson.

Dean Hacker observed that only 75 students are permitted to register at Columbia for the course but through TV millions of viewers will be permitted to take part. The audience, he said, may obtain a syllabus of the new course from the School of General Studies and may take a final examination. The TV audience will receive no academic credit, however.

The series will be conducted by Donald N. Bigelow, assistant professor of history at Columbia U., and will be produced at ABC's 58th St. Theatre in New York under the supervision of John W. Pacey, director of public affairs for the network.

SKIATRON STOCK

108,000 Shares for Sale

COFFIN, Betz & Co., Phila., is offering 108,000 shares of additional common stock, par value 10 cents, of Skiatron Electronics & Television Corp. at $2.50 per share.

Proceeds will be used by the company to carry on a public test of its pay-as-you-see television system known as Subscriber-Vision in the New York metropolitan area. The company, according to the offering circular, is now preparing an application to the FCC for authorization to embark on this public test in the scheduled development of Subscriber-Vision.

Bishop Sheen to Resume

BISHOP Fulton J. Sheen's television program, *Life Is Worth Living*, will be resumed over the DuMont Television Network Nov. 18 in the Tuesday 8 p.m. time spot it occupied last season, Chris J. Witting, DuMont's general manager, has announced.

KBTV (TV) DEBUT

Is Set for Oct. 12

COLORADO Television Corp., licensee of KVOD Denver and grantee of vhf Channel 9 that city, will begin engineering test programs next Monday and its interim commercial program operation Oct. 12 as KBTV (TV), it was reported last week.

Simultaneously, recent additions to the staff were announced by Joe Herold, who was appointed general manager of the new video outlet in mid-August.

Latest plans call for KBTV to operate on an interim basis to about Nov. 30, with 12 kw ERP; from Nov. 30 to March 1, 1953, with 24 kw ERP, and with ERP of 240 kw visual and 120 kw aural after March 1, when permanent installation of RCA unit and full power are expected. Transmitter location is atop Lookout Mt. and temporary studios at 1100 California St. New studios are under construction.

KBTV will feature some live programming from the first day's operation and will open as a CBS and ABC affiliate, according to Mr. Herold.

Staff additions include Sam Worsham, formerly with WOW-TV Omaha, named production facilities manager, and Jerry Lee, WOAI-TV San Antonio, new commercial manager. Other appointments are: W. L. Murray, RCA Engineering Products and WOW-TV, film manager; Carl Bliesner, WREN Topeka, transmitter supervisor; James Butts, KWWL Waterloo and WOI-TV Ames, both Iowa, studio supervisor; Rosa Lee Samuels, former assistant manager of KFXJ Grand Junction, Col., office manager and secretary to Mr. Herold.

Top principals of Colorado TV Corp. are W. D. Pyle, president, and T. C. Ekrem, vice president, owners of KVOD. Mr. Ekrem also is secretary-treasurer and sales manager of KBTV.

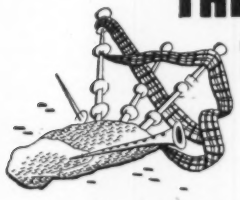
Colorado TV Corp. was in the forefront of TV applications granted by the FCC last July in the first post-thaw steps taken by the Commission. The bid was unopposed for vhf Channel 9 in Denver [B•T, July 21, 14, 7]. Estimated construction cost is $394,000.

Mr. Herold came to KBTV from RCA where he was TV station planning consultant. Previously he had been associated with the late John Gillin at WOW Inc., helping to construct WOW-TV, and was manager of television and technical director. Mr. Herold has helped construct two other TV stations—both in South America—in addition to WOW-TV and KBTV.

PAMPHLET, "Television Do's and Don'ts," designed to aid religious broadcasters in making more forceful presentation on TV, has been compiled by Charles H. Schmitz, director, broadcast training, National Council of Churches of Christ, New York.

XUM

THE MAURER 16mm TAKES THE HIGH ROAD, TOO!

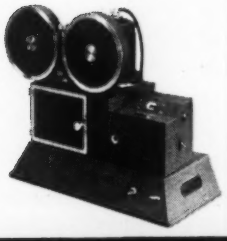


It's a high road to Scotland for a commercial documentary . . . high in time and expenses. Results must be perfect! So Ken Richter, filming "The Romance of Silver Design" for Reed and Barton, uses the Maurer "16" . . . as you'd expect. Professionals everywhere use the camera designed for professional work. Study the unique features of the Maurer "16."

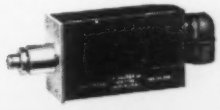
THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

maurer

means finer motion pictures!



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York

1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER

A much-needed fresh new concept of TV musical programming . . . now available!

UTP Musical Film

produced by STUDIO FILMS, INC.

New Faces! New Talent! Name Stars! The pick of perennial Favorites, Pops and Standard Hit Tunes! "Hit Parade" story production technique for greater visual impact, more effective programming and sponsor success

You've been hoping and waiting for a service like this. At last, here it is! A solid, well-balanced library with top-notch entertainment quality, sure-fire audience appeal. Made right, priced right for easy sale to your sponsors. Backed by an organization with a reputation for delivering the goods—UNITED TELEVISION PROGRAMS, Inc., the same people who for 18 years have made the STANDARD RADIO TRANSCRIPTION LIBRARY a buy word for quality, dependability and service in the radio industry. When you have the UTP MUSICAL-FILM LIBRARY you have a service tailor-made to your programming and sponsor needs . . . because you are equipped with . . .

A Hand-Picked, Well-Balanced Basic Library
A wide selection of standard pops, all-time show hit tunes, perennial favorites, sparkling novelties. No deadwood. All fresh, live stuff. You'll want to use—and re-use—every single selection.

Supplemented by Monthly Releases
Fresh, new favorites—all the very best in TV musical entertainment.

Outstanding "Name" Talent
Featuring The Ink Spots, Connee Boswell, Phil Brito, June Valli, Marion Morgan, Sunny Gale, Irving Fields and many other standout musical performers.

Production Quality
Each film a finished story production with special settings, costuming, reaction shots and full supporting cast . . . in production for more than a year by Studio Films, Inc., Cleveland, Ohio, on their modern sound stages with the latest and best equipment.

Sound on Film—complete sound track
Each selection has complete sound track right on the film . . . no need to sync action with phono platters, etc.

Merchandising Support
UTP know-how backs you all the way with mats, glossies, publicity and other merchandising aids to help you sell your sponsors.

Realistic Pricing
Rates are well within the lowest budget and made to attract prospective advertisers. You'll find it easy to sell this service on a quality-at-low-cost basis.

UTP IS TODAY'S BEST BET FOR MUSICAL FILM LIBRARY SERVICE.

Write or phone for full particulars.

XUM

LIBRARY

Bob Haymes Featured in more than 25 Columbia Pictures. Starred on radio and in top nightspot appearances.

June Valli Currently featured on the Lucky Strike "Hit Parade" television program, NBC TV network, Saturdays.

Maureen Cannon Star of Paul Whiteman TV show; "Up in Central Park" Broadway Musical hit, and others.

Phil Brito "The Music Man" Top recording star of MGM and Musicraft Records.

The Ink Spots Favorites of millions for years. Many of their recordings have never been equalled in sales.

United Television Programs, Inc.

444 Madison Avenue
New York—PL 3-4620

360 North Michigan
Chicago—CE 6-0041

140 North La Brea
Hollywood—WE 8-9181

UTP—voted the best TV film distributor by 137 leading advertising agencies (Billboard—June 14, 1952).

Other highly-rated top-selling releases: Counterpoint Royal Playhouse • Hollywood Off-Beat • Big Town Double Play with Durocher and Day • Sleepy Joe Old American Barn Dance • Movie Quick Quiz The Chimps and others.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area...
NOW
186,021
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Pabst Bouts Continue To Head Nielsen List

(Report 234)

PABST boxing bouts on CBS-TV Wednesday night continued to lead the Nielsen national list of TV programs during the two weeks ending Aug. 9, both in number of TV homes reached and percentage of TV homes reached in program station areas. Top 10 lists follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Pabst Blue Ribbon Bouts (CBS)	5,253
2	My Little Margie (CBS)	5,227
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	5,178
4	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	4,860
5	Dragnet (NBC)	4,750
6	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	4,152
7	Racket Squad (CBS)	4,152
8	Goodyear TV Playhouse (NBC)	3,970
9	You Bet Your Life (NBC)	3,926
10	Assignment-Manhunt (NBC)	3,906

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Pabst Blue Ribbon Bouts (CBS)	31.8
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	31.7
3	Arthur Godfrey's Scouts (CBS)	30.5
4	My Little Margie (CBS)	29.8
5	Dragnet (NBC)	29.3
6	Big Town (CBS)	28.4
7	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	28.3
8	Racket Squad (CBS)	27.5
9	Robt. Montgomery Presents (American Tobacco Co.) (NBC)	26.7
10	Gangbusters (NBC)	26.6

Copyright 1952 by A. C. Nielsen Co.

* * *

'Scouts' Leads Trendex For Week of Sept. 1-7

TOP 10 Trendex ratings for sponsored evening network TV programs for the week of Sept. 1-7 follow:

Rank	Program	Network Rating
1.	Talent Scouts	(CBS) 35.8
2.	Your Show of Shows	(NBC) 34.5
3.	Godfrey's Friends	(CBS) 34.2
4.	Gangbusters	(NBC) 30.9
5.	Big Town	(CBS) 29.0
6.	Racket Squad	(CBS) 28.6
7.	My Little Margie	(CBS) 28.2
8.	Toast of the Town	(CBS) 27.4
9.	The Hunter	(CBS) 25.7
10.	Your Hit Parade	(NBC) 25.5

* * *

Yale '36 Grads Weak On TV, Prefer Radio

SURVEY of the 830 members of the Yale U. graduating class of 1936 shows 334 watch television an average of 55 minutes and 12 seconds daily, according to an article on the class in the September issue of *Harper's Magazine*. Some 445 members do not own a TV set, but they own an average of 2.79 radios each.

Average income is $19,226.41, of which $11,329.01 was earned and $5,189.30 unearned.

* * *

Set Shipment Lag Reported for 7 Months

TELEVISION set shipments to dealers during the first seven months of 1952 totaled 2,406,757, according to Radio-Television Mfrs. Assn. A year ago 2,588,816 sets had been shipped in the same period. July shipments totaled 288,247.

Following are RTMA's estimated shipments to dealers by states for the seven-month period this year:

State	Total
Alabama	28,692
Arizona	8,978
Arkansas	6,908
California	245,241
Colorado	8,460
Connecticut	55,066
Delaware	8,854
D. C.	23,091
Florida	42,819
Georgia	50,840
Idaho	118
Illinois	136,028
Indiana	95,523
Iowa	42,211
Kansas	14,900
Kentucky	32,859
Louisiana	27,339
Maine	3,965
Maryland	40,671
Massachusetts	101,213
Michigan	99,259
Minnesota	33,206
Mississippi	6,937
Missouri	61,549
Montana	99
Nebraska	20,938
Nevada	17
New Hampshire	9,615
New Jersey	90,783
New Mexico	3,273
New York	294,011
North Carolina	48,903
North Dakota	120
Ohio	186,925
Oklahoma	39,179
Oregon	906
Pennsylvania	206,376
Rhode Island	15,955
South Carolina	11,183
South Dakota	339
Tennessee	33,677
Texas	111,556
Utah	12,752
Vermont	2,333
Virginia	44,743
Washington	34,443
West Virginia	26,451
Wisconsin	37,157
Wyoming	260
GRAND TOTAL	2,406,757

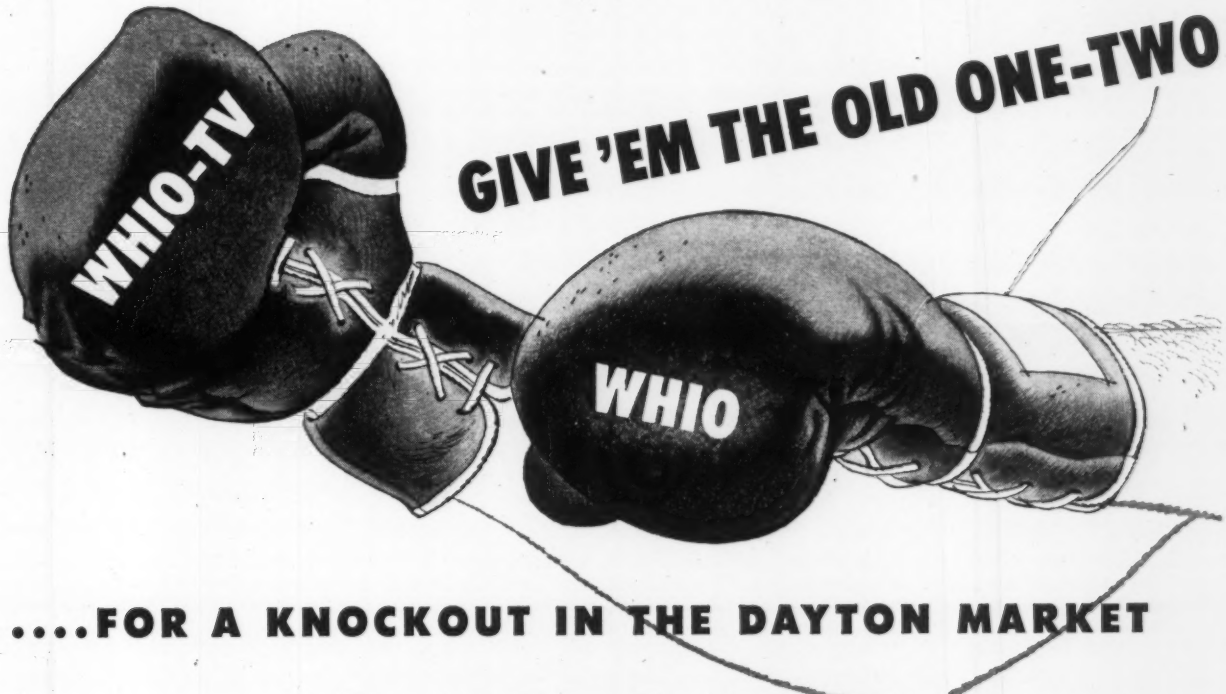
Weekly Television Summary—September 22, 1952—TELECASTING Survey

City	Outlets on Air	Seas in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	96,433
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	410,076
Binghamton	WNBF-TV	92,500
Birmingham	WAFM-TV, WBRC-TV	118,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	920,928
Buffalo	WBEN-TV	279,204
Charlotte	WBTV	237,519
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	365,000
Cleveland	WEWS, WNBK, WXEL	637,684
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	186,021
Davenport	WOC-TV	130,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Molin	
Dayton	WHIO-TV, WLWD	246,000
Denver	KFEL-TV	21,735
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	804,766
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	186,021
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	123,792
Houston	KPRC-TV	177,000
Huntington-Charleston	WSAZ-TV	112,000
Indianapolis	WFBM-TV	257,000
Jacksonville	WMBR-TV	68,000
Johnstown	WJAC-TV	168,500
Kalamazoo	WKZO-TV	236,653
Kansas City	WDAF-TV	223,024
Lancaster	WGAL-TV	162,813
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,324,088
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	24,500
Memphis	WMCT	144,690
Miami	WTVJ	141,600
Milwaukee	WTMJ-TV	352,506
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	78,260
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	113,687
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	130,000
Oklahoma City	WKY-TV	152,731
Omaha	KMTV, WOW-TV	138,503
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,067,476
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Providence	WJAR-TV	227,000
Richmond	WTVR	139,032
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	130,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	83,245
San Antonio	KEYL, WOAI-TV	93,172
San Diego	KFMB-TV	147,250
San Francisco	KGO-TV, KPIX, KRON-TV	433,000
Schenectady-Albany-Troy	WRGB	222,900
Seattle	KING-TV	163,700
St. Louis	KSD-TV	421,000
Syracuse	WHEN, WSYR-TV	185,550
Toledo	WSPD-TV	203,000
Tulsa	KOTV	130,125
Utica-Rome	WKTV	77,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Wilmington	WDEL-TV	117,613

Total Stations on Air 110* Total Markets on Air 65* Estimated Sets in Use: 18,539,991

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



GIVE 'EM THE OLD ONE-TWO

....FOR A KNOCKOUT IN THE DAYTON MARKET

Here's the combination for *real* saturation—of a rich, free spending market. There's proof in just one look at the figures.

WHIO-TV coverage

1st in Dayton

14 of the top 15 once-a-week shows—seen on WHIO-TV. 8 of top 12 multi-weekly shows, with locally-produced WHIO-TV "Front Page News" leading them all. (*July Pulse*)

WHIO coverage

1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,822. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a "Preferred City" by Sales Management for the past 19 months.

YOU CAN *DOMINATE* THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO —WITH BOTH OF THEM TOGETHER, YOU CAN *SATURATE* IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION

DAYTON OHIO

whio TV AM FM

WISE BUYERS BUY...

KFMB

For More Business

TV channel-8

San Diego's 1ST and Only TV Station Blankets California's Third Market!

KFMB AM 550 K.C.

San Diego Has An Annual RETAIL SALES Volume of over 675 MILLION DOLLARS!

KFMB-TV, KFMB-AM

SAN DIEGO 1, CALIF.

Represented by THE BRANHAM CO.

Jones Resigns; Massing Possible Successor

(Continued from page 23)

President could name a Republican, Democrat or Independent to the post.

Another name mentioned was Benedict P. Cottone, FCC general counsel, who has been with the Commission since 1936.

The unexpired portion of Mr. Jones' seven-year term runs until June 30, 1954. Since Congress is not in session, the appointment of his successor would be on a recess basis and subject to confirmation by the new Congress when it convenes in January.

Another possibility is that with only six weeks remaining until the Presidential elections, Mr. Truman might elect to allow the vacancy to lapse until his successor takes over in January. Under the Communications Act, the Chief Executive selects the chairman of the FCC from among its seven-man membership. Hence the President might be disposed to permit the Jones post to remain vacant in order to permit the new Chief Executive—whether Eisenhower or Stevenson—to select his own chairman at the same time.

Chairman Walker, who passed the statutory retirement age of 70 in January of 1951, indicated recently that he has no intention of retiring in the foreseeable future. It is a fact, however, that he is continuing to serve at the pleasure of the President and that the new President would be in a position to name his own chairman. Comr. Walker's term of office nominally does not expire until June 30, 1953 —six months after the new Chief Executive takes office.

Mr. Massing was born in Crawfordsville, Ind., Dec. 10, 1893. He served in the Army in World War I, afterward learned accounting and had several jobs in private industry until entering the U.S. Coast Guard in 1925.

In March 1931 he was honorably discharged from Coast Guard and joined the Federal Radio Commission as chief of the broadcast section. In June 1932, he became chief of the license bureau of the FRC.

When the radio commission was succeeded by the Federal Communications Commission, following passage of the Communications Act of 1934, Mr. Massing became chief of the FCC license division, a position he held until last March when he was appointed assistant secretary of the FCC.

Mr. Massing is married and has two children, Richard Massing, now serving in the armed forces in Trieste, and Mrs. Patricia Reynolds.

When Comr. Jones was sworn in as a member of the FCC on Sept. 5, 1947, he left behind him a hard-earned reputation for self-effacing labor and the plaudits of his fellow colleagues on Capitol Hill.

He came to Congress in 1939 and won acclaim for his service as chairman of the House Appropriations Subcommittee which pared Interior Dept. funds by 50%—a move which cut heavily into patronage jobs. Democratic leaders even joined forces with regular Republicans in closing ranks behind him.

Born in Cairo, Ill., he worked through high school and college—Ohio Northern U.—emerging as an orator and fighter which was to stand him in good stead later for bitter skirmishes which characterized some of the controversial issues involving the Commission in succeeding years.

Armed with a law degree, he opened private practice in Lima, Ohio, and in 1935 became county prosecuting attorney. Then came successive tenures in Congress, beginning with the 76th, as representative from Ohio's fourth district. Generally regarded as a member of the GOP conservative bloc in Congress, he had embarked on his fifth term.

Appointed in 1947

Comr. Jones was named to the FCC by President Truman in June 1947, following withdrawal of the nomination of Ray C. Wakefield, a California Republican. He was confirmed unanimously by the Senate that July, following approval, 13-0, by the Senate Interstate & Foreign Commerce Committee. Hearings were heated, characterized chiefly by columnist Drew Pearson's virtual one-man campaign to link him with the Black Legion.

Before joining FCC, Mr. Jones notified the agency he had sold his 18% interest in Northwestern Ohio Broadcasting Corp., then FM permittee and AM applicant, now WIMA-AM-FM Lima.

Comr. Jones was a major figure —and often dissenter—in a number of FCC decisions touching vitally on key broadcast cases and issues. His dissents were often stinging, sometimes to the discomfort of his fellow Commissioners.

In February 1948 he lashed out at the Commission for its proposed ruling in the controverted WHLS Port Huron case involving right to censor political broadcasts containing libelous material. Comr. Jones sternly chastised the Commission for enunciating "dangerous" dicta and held that WHLS did not act unlawfully in the first instance.

He also attacked Commission application of the so-called Avco rule in certain cases involving station transfers. He frequently held that FCC had overstepped its jurisdictional bounds in broadcast cases and applied the word "dicta" more than occasionally.

Comr. Jones has been equally stern with industry on such questions as color TV, with respect to possible anti-trust violations by manufacturers. He also hit out at "power segments of the industry" and multiple interest operations. He predicted the imminence of color TV as early as 1948. Radio's "economic thinking" also commanded his attention.

SET DEALING

Austin Distributors Meet

THERE will be no questionable TV set dealing practices in Austin, Tex. (where one vhf and two uhf channels have been granted), according to J. C. Kellam, general manager of KTBC and the projected KTBC-TV on Channel 7 there.

KTBC-TV sponsored a meeting of some 60 distributors and factory representatives to work out plans to "avoid the pitfalls which showed up in Denver" in the matter of undesirable set dealers and TV service men. KTBC-TV expects to be on the air by Dec. 1 if RCA delivery schedules hold up, Mr. Kellam said. Austin grantees are Texas Broadcasting Co. (KTBC), Channel 7 [B•T, July 14]; Capital City Television Co., Channel 18 [B•T, July 14], and Tom Potter, Channel 24 [B•T, Aug. 25].

First Commercial Uhf

(Continued from page 25)

from 500 to 750 sets, equipped for uhf reception, in the hands of its dealers in time for the opening.

Philco has sufficient sets in the city to take care of demand, it reported. It has been carrying on a sales and service training program there ever since the CP was issued.

Admiral has rushed a shipment of sets to Portland, with uhf strips to convert one of its turret tuner channels to the uhf band. It has also ordered extra strips shipped to the city from Standard Coil Co., Los Angeles tuner maker. Admiral officials doubted that they could have enough receivers in the market to take care of demand.

Emerson reported it was making "a particular effort" to get sets into the area, with some shipments already made. Emerson also reported that special field engineers have been conducting training sessions for service men and helping dealers set up service departments.

DuMont Meeting

DuMont scheduled a special dealers' meeting to be conducted by the DuMont distributor in the area, Nash-Kelvinator Sales. Dr. Allen B. DuMont is scheduled to address the group. Details on current and projected DuMont shipments into the market could not be immediately ascertained.

Zenith has been sending strips to the Portland area since the CP was issued. It has not been able to send more than the original allotment of sets due to the tightness of its inventory.

Motorola is sending sets into the market, with uhf strips ordered from Standard Coil in Los Angeles.

Hallicrafters reported it was shipping receivers with uhf tuners and vhf sets with converters.

Sentinel reported that it was sending sets, with strips to come from Standard Coil Co. in Los Angeles.

IN THE MINNEAPOLIS-ST. PAUL MARKET

Represented Nationally by

Radio Spot Sales...for Radio • Free and Peters...for Television

PUBLIC BUYING

Would Finance R. I. Outlet

CITIZENS of Rhode Island are being offered an opportunity to become owners of a TV station in Providence at $1 per share.

Shares are being sold by Television Assoc. of Rhode Island Inc. (TVARI), which hopes to lay a formal application before the FCC soon.

All bona fide residents of Rhode Island are eligible to purchase up to 25 shares with first option on any further issues of stock by the corporation.

The board of directors, of which Philip A. Ostrow is chairman, has been authorized to issue shares of stock up to the amount of $666,666. Each shareholder will have one vote for each share held in the policy and operation of the station.

TVARI wants Rhode Islanders to act quickly so that it may apply soon for one of the two yet unassigned commercial franchises. One commercial station (WJAR-TV) already is in operation. Also unassigned is an educational station franchise.

The association estimates that $25,000 would be sufficient to cover initial expenses, including the placing of deposits on tower, antenna and transmitter equipment. It was estimated that about $250,000 would be needed to cover further costs.

In case TVARI should not be licensed, unspent funds would be returned, the association reported.

Another 1st for WOW-TV

in the rich Omaha Area Market

"Live" Camera Facilities from Sign-On 'till Sign-Off

For commercials, giving you greater advertising impact, flexibility, low cost, and convenience—PLUS —sales results.

For full information, rates and availabilities—call or write

FRED EBENER, Sales Mgr.
or any
JOHN BLAIR-TV Office

WOW-TV
OMAHA

NBC & DUMONT AFFILIATE
A MEREDITH STATION

Frank P. Fogarty, Gen'l Mgr.

CANADIAN TV

WAB Urges Green Light For Independents

WESTERN Canadian broadcasters have urged the Canadian federal government to give independent stations encouragement and an immediate go ahead to bring television to all Canadian communities. Members of the Western Assn. of Broadcasters, meeting at Banff Springs Hotel, Banff, Alta, Sept. 11-13, unanimously endorsed the resolution to be sent to the Canadian government.

E. A. Rawlinson, CKBI Prince Albert, and WAB president, pointed out that TV is the only luxury, service or convenience which Canadians do not have on as wide a basis as do U.S. citizens. Jim Allard, general manager of Canadian Assn. of Broadcasters, Ottawa, urged independent station owners to study the suitability of wire TV for their communities in view of the present TV licensing which only permits the government-owned Canadian Broadcasting Corp. to operate TV stations.

George Chandler, CJOR Vancouver, warned WAB members that TV will drain off skilled technicians from AM stations when it comes to Canada on a large scale, just as it has in the U. S. Pat Freeman, CAB sales director, Toronto, pointed out that while AM radio would suffer under the initial impact of TV, it would continue as an important and effective advertising medium.

The WAB annual meeting also dealt with civil defense. Chairman Rawlinson told the meeting that the radio industry knows less today of its role in civil defense than it did a year ago. The biggest problem, he stated, was the lack of a clear-cut government policy affecting radio stations.

WAB went on record opposing the present annual license fee, which it described as a fee "on the right to hear radio broadcasts." It urged Ottawa to eliminate the annual $2.50 license and not to create such an annual license for TV sets.

About 150 WAB members and delegates attended the meeting, which was preceded by a two day conference of the CAB board of directors under CAB chairman Malcolm Neill, CFNB Fredericton.

Gerry Gaetz, CJCA Edmonton, was elected WAB president for 1952-53, succeeding Mr. Rawlinson. Directors elected were J. D. Craig, CKX Brandon; Hal Crittenden, CKCK Regina; and Bill Rae, CKNW New Westminister.

A Winning Loser

VOICING her ambition paid off for Alice McCoy who was a contestant for the title "Miss Television of 1952" sponsored by WATV (TV) Newark and U. S. Treasury Bond Div. At the quarter-final eliminations, Bob Brown, m. c. of the show, questioned Miss McCoy about the career in which she was most interested. "Advertising and publicity" was the reply. Alice was the judges' second choice but before she left the studio she was presented with a card from Harold Friedman, one of the contest judges. One week later Alice started a new job—publicity assistant at Harold Friedman & Assoc., Newark public relations and publicity consultants.

NBC FILM DIV.

Sarnoff Announces Plans

COMPLETE satisfaction with 1953 production and sales plans of NBC's film division was voiced fortnight ago by Robert Sarnoff, vice president in charge of the division, before leaving for Europe.

Following the first bi-annual sales staff meeting in New York, Mr. Sarnoff announced plans had been made for the division's four major film properties: *Dangerous Assignment*, half-hour show already sold in 58 markets; *Hopalong Cassidy*, new half-hour show sold in 42 markets; *International Theatre*, new half-hour series featuring Douglas Fairbanks, to be produced in London and scheduled for December release, and *Lilli Palmer Show*, 15-minute program.

Mr. Sarnoff will confer with Mr. Fairbanks in London on *International Theatre* plans.

16mm FILM SUIT

Could Open TV Field

BETTER moving pictures may be made available to television in the long run if the U. S. District Court in Philadelphia acts favorably on a suit filed by a local 16mm film distributor, it has been claimed.

Kunz Motion Picture Service, the distributor, filed a $3,125,000 suit charging 15 film producers conspired to fix prices and restrain or otherwise monopolize trade. Kunz, which has offices in Philadelphia and Baltimore, provides 16mm films for schools, private clubs, hotels and other groups.

While the complainant, Carl Kunz, does not distribute films to TV, his attorneys—Arnold G. Maikan and David H. Isacson—said that a decision favorable to Mr. Kunz would open up the field of better movies for television, provided the stations could pay the price.

The suit was viewed as embracing practically the whole motion picture industry, with defendants comprising eight major and seven minor film producers.

KTUL TV PLANS

Awaiting FCC Grant

ELABORATE preparations by KTUL Tulsa, based on its application for vhf Channel 8, assigned to Muskogee, are being made for the station's projected entry into television, according to John Esau, vice president-general manager of the CBS Radio affiliate.

Mr. Abbott

Last week Harry Abbott, now AM continuity and production chief, became head of the new KTUL television development department. Mr. Abbott recently returned from a tour of top West Coast TV stations.

Taking over as KTUL radio continuity chief is Rudy Cohen.

Mr. Cohen

Mr. Pickett

Roy Pickett of the KTUL announcing staff, who also is experienced in photography and film production, will assist Mr. Abbott, Mr. Esau said.

Mr. Esau said the two TV heads and the station's engineering staff will devote much of their time making ready for the station's TV debut—"when and if . . ."

KTUL's application for Channel 8 [B•T, July 7] plans operation of a maximum power station. Mr. Esau said KTUL would erect a tower atop Concharty Mountain midway between Tulsa and Muskogee, and studios both in Muskogee and Tulsa.

Mr. Esau said the station has practically all its TV equipment on hand. KTUL is licensed to Tulsa Broadcasting Co., owned by the Griffin radio and television interests, which also own KFPW Fort Smith, Ark., and KOMA Oklahoma City, the latter also a television applicant.

Telecast Draws Throng

THOUSANDS of TV-hungry residents of Ogden, Utah, flocked downtown to see a special closed circuit telecast, presented jointly by the Ogden Chamber of Commerce and KSL-TV Salt Lake City Sept. 5-6. Ogden does not now receive a regular TV signal. Ogden's first telecasts were presented to some 200 TV sets in 30 local appliance dealers' stores over 9,000 feet of coaxial cable.

SARNOFF MEDAL

SMPTE Honors Jensen

AXEL G. JENSEN, director of television research at Bell Telephone Labs., has been elected to receive the David Sarnoff Gold Medal presented each year by Society of Motion Picture & Television Engineers. Award will be presented at Society's convention in Washington Oct. 6-10 [B•T, Sept. 15].

Mr. Jensen

Mr. Jensen joined the laboratory in 1922, spending four years in radio work. Later he directed a London test station for trans-Atlantic telephone service, returning to the U. S. in 1930 to work on coaxial cable projects. He has been working on TV projects since 1935. He is a native of Copenhagen and holds an electrical engineering degree from Royal Technical U. After a year there as instructor he came to this country to study at Columbia U.

CASTLE NAMED

Special CBS Sales Agent

WILMOT CASTLE Co., Rochester, N. Y., manufacturer of operating room appliances, is the exclusive sales agent for the industrial color television system developed for medical use by the CBS Labs. Div. of the network, Frank Stanton, CBS president, and Wilmot V. Castle, Wilmot Castle president, announced jointly last week.

Sales agreement calls for the firm to supply the special color-balanced operating room lights for the unit and to handle sales and distribution while CBS Labs. Div. will provide equipment and all engineering and development work.

The closed circuit color television equipment already has been installed at the U. of Pennsylvania, the U. of Kansas, the U. of Chicago and at the College of Surgeons, Lisbon, Portugal.

UTP LIBRARY

Stations to Air Oct. 1

UNITED Television Program's new musical library will start on subscribing TV stations effective Oct. 1, Milt Blink, firm's executive vice president, announced last week. He noted five stations are ready to sign, adding he expects to have more than 10 subscribers by that date.

The UTP library, produced by Studio Films Inc., Cleveland, consists of filmed musical brevities by recording and TV performers in two to four and one-half minute time segments [B•T, Sept. 1].

film report

Sales . . .

Miller Brewing Co., Milwaukee, starts *March of Time*, weekly half-hour TV film series, on KTTV (TV) Hollywood, for 26 weeks from Oct. 3. Contract was negotiated by **Harry Smart**, from **Blair-TV**, Chicago, station's national sales representatives, with **Mathisson & Assoc.**, Milwaukee, agency servicing beer account.

* * *

Gibson Co., Indianapolis (distributors, Arvin radio-TV sets), started *Invitation Playhouse*, two quarter-hour films weekly, on WFBM-TV that city, for 13 weeks from Sept. 20. Negotiations were concluded by **Robert De Vinny**, midwestern sales manager for **Guild Films Inc.**, and **Rolf Brandis**, representing **Ruben Adv. Agency**, that city, which services the account.

* * *

Serutan Co., Newark, has bought United Television programs' half-hour film series, *Hollywood Off-Beat*, for KNXT (TV) Los Angeles; WCCO-TV Minneapolis; KSL-TV Salt Lake City, and KMTV (TV) Omaha.

* * *

KTTV (TV) Hollywood has scheduled its recently purchased half hour TV film series as *The Big Night*, to be seen every Tuesday, starting Oct. 7 for 26 weeks. **Dale Sheets**, station film director, has concluded negotiations on the following:

Ramar of the Jungle, filmed by **Arrow Productions**, Hollywood, features **Jon Hall** as the American educated doctor who returns to the jungle for medical research. The purchase amounted to about $45,000 and was negotiated with **Leon Fromkess**, production firm's executive producer.

Abbott and Costello, filmed by **TCA Productions**, Culver City, was purchased from **MCA-TV Ltd.**, Beverly Hills, for a reported $104,000.

Heart of the City, filmed by **Gross-Krasne Inc.**, Culver City, is the second run of CBS-TV *Big Town* and features **Patrick McVey** as the crusading newspaper reporter. Series was distributed by **United Television Programs Inc.**, Hollywood, for an approximate $22,000.

* * *

Lippert Pictures Inc., Hollywood, utilized 32 spot announcements, from 20 to 60 seconds in length, in a $4,200 TV saturation campaign for the Los Angeles opening of firm's feature film release, "Hellgate." TV guest appearances were made by film's stars **Joan Leslie**, **Sterling Hayden** and **Ward Bond**, and writer-director **Charles Marquis Warren**.

* * *

Alexander Film Co., Colorado Springs, Col., announces the recent TV commercial productions for the following organizations:

Maurer - Neuer Corp., Kansas City, Mo., two 20-second films through **C. Wendel Muench & Co.**, featuring **Rodeo Brand Meats**. **Stark, Wetzel & Co.**, Indianapolis, Ind., 14 films featuring meats through **Baker, Johnson & Dickinson**, Milwaukee, Wis. **Keebler-Weyl Baking Co.**, Philadelphia, one 20-second **Town House Cracker** film through **McKee & Albright**. **Continental Airlines**, Denver, two 20-second films through **Galen E. Broyles Co. B. F. Goodrich Co.**, Akron, Ohio, eight films featuring **Brunswick Tires** through **Griswold-Eshleman Co.**, Cleveland. **Diamond Milk Co.**, Columbus, Ohio, one 60-second and three 20-second cartoon films through **Harry M. Miller Inc.** **Morton Potato Chip Co.**, Dallas, Tex., four 10-second films through **Ira DeJernett**. **Carter Carburetor Corp.**, St. Louis, Mo., six 12-second films through **Oakleigh R. French & Assoc.** **Avco Manufacturing Corp.**, Connersville, Ind., 26 films featuring **American Kitchens** through **Ruthrauff & Ryan**, Chicago. **Magic Chef Inc.**, St. Louis, six 12-second films through **Krupnick & Assoc. Inc.**

* * *

Five Star Productions, Hollywood, has announced TV film commercial production for the following organizations:

Pacific Coast Borax Co., New York, for *Death Valley Days* through **McCann - Erickson Inc.**, that city. **Standard Oil Co. of Calif.**, San Francisco, 17 commercials for *Chevron Theatre* through BBDO, that city. **Parker Pen Co., Janesville, Wis.**, through **J. Walter Thompson Co.**, Chicago. **American Brewing Co.**, New Orleans, through **Walker Saussy Adv.**, that city, featuring Regal Beer. **Carnation Co.**, Los Angeles, one animated closing commercial for CBS-TV *Burns and Allen* through **Erwin, Wasey & Co. Ltd.**, that city.

* * *

United Artists Television, New York, has sold two of its syndicated programs, *Sports Parade* and *John Kieran's Kaleidoscope*, to CBFT (TV) Montreal, according to **John Mitchell**, UA-TV vice president. Another UA-TV program *Telesports Digest*, was one of the first programs ever sold commercially to CBLT (TV) Toronto.

Distribution . . .

Sterling Television Co., New York, handling distribution for *Going Places With Gadabout Gaddis*, package of 26 quarter-hour outdoor adventure films produced by **Beacon Television Features**, Boston. Series has been sold to **Pontiac Dealers' Assn.**, Boston, through the **William Small Agency**; **Breslau Bros. Dept. Store**, Schenectady, through the **Nelson Agency**; the **Old Stone Bank**, Providence, through **T. Robley Louttit Agency**, and to WHEN (TV) Syracuse on participating basis.

Production . . .

Filmcraft Productions, Hollywood, completed two quarter-hour and twelve one-minute TV film programs, featuring **Gov. Adlai Stevenson**, within an hour, Sept. 12. Informed the preceding evening that the Presidential candidate had altered his schedule to cover the filming, the firm turned a hotel room into a small sound stage within 40 minutes the following morning. Commissioned by **Hollywood-For-Stevenson-Committee**, the programs will be televised on the networks during campaign.

Random Shots . . .

Castegnaro Productions Inc., 5746 Sunset Blvd., Hollywood, has been formed by **Mario Castegnaro** to offer special effects and rear-projection equipment to TV advertisers and their agencies. Pioneer in motion picture process photography, Mr. Castegnaro's innovations have already been used in *The Files of Jeffrey Jones*, *Boston Blackie* and *The Unexpected* TV film series.

123,000 TV SETS

IN THE QUAD-CITY AREA

•

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.

Les Johnson, V. P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

CBS Passes The 25-Year Mark

(Continued from page 60)

its system of color telecasting. CBS reported a gross of $105,397,580 during 1949, with a net of $4,184,079.

Further realigning top personnel to coordinate AM and TV operations, CBS early in 1950 promoted sales vice president William Gittinger to the senior management group as vice president and assistant to the president; Hubbell Robinson became vice president in charge of TV as well as radio programs; J. L. Van Volkenberg was made vice president in charge of network sales for both radio and TV; James Seward became vice president for business affairs and Frank B. Falknor was named vice president in charge of program operations. Daniel T. O'Shea joined CBS as vice president and general executive. Dr. Peter C. Goldmark, in charge of engineering research and development, and Louis Hausman, sales promotion and advertising head, were made vice presidents.

CBS won a major victory when the FCC in October announced the CBS color system as standard for the industry, but RCA instituted a court battle to have the Commission decision rescinded. Its monochrome TV network schedule virtually sold out at night, CBS added a 4½-hour afternoon TV period.

In radio, CBS programs averaged 14 out of the Nielsen "Top 20" lists for the year, with eight of the weekday daytime "Top Ten." CBS Radio Network time sales hit a new high of $70,745,000, up 12% over 1949. CBS gross for the year was $124,105,408; net was $4,105,329.

Early in 1951, CBS bought KTSL (TV) Los Angeles, renaming it KNXT (TV), and disposed of its minority interest in KTTV (TV). In June, Hytron Radio & Electronics Corp., tube manufacturer, was acquired along with its set-making subsidiary Air King Products Co., whose name was changed to CBS-Columbia Inc. Bruce A. Coffin, Hytron president; Lloyd H. Coffin, chairman of the board, and David H. Cogan, president of CBS-Columbia Inc., were elected CBS vice presidents.

* * *

WITH addition of tube and set manufacturing organizations to CBS, the company's operations were divided into six units, each with its own president, who was also a CBS vice president. The units and their top executives, in addition to Hytron and CBS-Columbia, were: CBS Radio, Howard S. Meighan; CBS Television, J. L. Van Volkenburg; CBS Labs., Adrian Murphy; Columbia Records, James B. Conkling.

In May the Supreme Court upheld the FCC decision on color and on June 25, when commercial color standards became effective, CBS broadcast the first full hour commercial color TV program in history.

Plans for marketing color receivers were under way and regular periods of color-casting were added to the CBS-TV schedule, but in October Charles E. Wilson, director of defense mobilization, asked that plans for color sets be suspended to conserve critical material. CBS compliance halted both manufacture and broadcasts of color.

Although CBS maintained its leading position among radio networks during 1951, its advertising revenue was curtailed by a 10% reduction in network rates, forced by advertisers who claimed the increasing TV audience was seriously diminishing the number of radio listeners, particularly during evening hours. To attract new business, CBS offered the *Red Skelton Show* on a week-by-week basis and sold other programs on alternate week plans or in other forms of shared sponsorship. A selective facilities plan was introduced whereby a program sponsored on only part of the full CBS Radio Network was made available to other sponsors on a regional or local basis.

Gross income of CBS and its subsidiaries in 1951 was $175,695,587; net was $6,360,097.

Early in 1952 American Safety Razor bought *Red Skelton* for 12 broadcasts and Westinghouse Electric Corp. became first "selective facilities" sponsor (subsequently buying the full CBS Radio as well as CBS-TV networks) for coverage of both political conventions and election night, plus an interim "Get Out the Vote" campaign, and it looked as if the tide had turned. But CBS Radio time sales continued to drop (the first six-month gross was down 24.4% from the 1951 level) and rumors spread that the network was contemplating "stabilizing" rate cuts of 50% or more.

* * *

CBS Radio affiliates met in emergency session in New York July 1 and 2, adopting a strongly-worded resolution which not only opposed any further radio rate reductions but demanded restoration of the 10% cut of the year before, with 20% increase in daytime rates. George B. Storer, Storer Broadcasting Co., one of the organizers of the station meeting, was named chairman of an affiliates committee authorized to confer with CBS officials on a solution to the pressing rate problem.

Six weeks later at another general affiliates session, this time in Chicago, a new discount plan which amounted to an average 25% cut in CBS Radio nighttime rates was announced, together with an increase in weekday daytime charges of about 5.5%. The plan, immediately approved by more than 95% of the affiliates, who took a 15% reduction in CBS payments for their commercial hours (the network standing the difference), went into effect Aug. 25, and the next few weeks saw similar reductions advanced by NBC and ABC radio networks, with Mutual admittedly planning to follow suit. By Sept. 15, the Goodwill stations, WJR Detroit and WGAR Cleveland, were the only CBS Radio regular affiliates not accepting the new plan.

Awaiting Commission action on the proposed ABC merger with United Paramount Theatres, which would clear the way for its acquisition of WBKB (TV) Chicago from UPT, CBS secured approval to merge WCCO and WTCN-TV Minneapolis into a new company with CBS holding 47% of the stock, and also acquired a 45% interest in KQV Pittsburgh, a TV applicant. CBS-TV holdings also include WCBS-TV New York, KNXT (TV) Los Angeles and 45% of WTOP-TV Washington. The $7 million CBS Television City in Hollywood was last week nearing completion and work had begun on a $2 million radio-TV building in Washington.

With gross time sales for the first six months nearly double those for the like period of 1951, CBS-TV endeavored to keep time sales up through the summer through special discounts of 10% on time and 25% on talent. An NPA decision in July to permit limited manufacture of color receivers, provided military orders were not affected, found video engineers of CBS and CBS-Columbia Inc. fully occupied with defense work, CBS reported. CBS said that in view of active or passive resistance by most of the TV manufacturers to the CBS color system, further broadcast or manufacturing efforts to promote the system "are not justified at this time." CBS, which in March had demonstrated its color system, received via a tri-color tube as well as a revolving color wheel, stated it would continue color research, however.

Adrian Murphy was named CBS Radio president in March, Howard Meighan moving from that post to the overall CBS management. Mr. Murphy and J. L. Van Volkenburg, president of CBS-TV, were elected to the CBS board in August, the month Joseph H. Ream retired as executive vice president. Richard Salant, attorney from Rosenman, Goldmark, Colin & Kaye, CBS counsel, was made a CBS vice president.

Ad Recognition Week

ADVERTISING Recognition Week will be observed Feb. 15-21, the Advertising Assn. of the West announced last week. Howard Willoughby, senior vice president, AAW, is in charge of preparations.

Blue Skies

. . . don't fool little Bismarck. He knows it doesn't take long for a few grey clouds to change the picture. In your case, KFYR can be the key to rich new markets which help you weather changing conditions. Any John Blair man will tell you How and Why.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

THE LATEST WCKY STORY

MAKE YOUR ADVERTISING A HIT IN THE SOUTH

Use WCKY's Famous JAMBOREE 7:05 to 11 PM

BMB shows WCKY has more families listening 3 to 7 times per week at night than any other 50,000 watt station covering the South.

For results in the South—

PUT YOUR ADVERTISING ON WCKY'S JAMBOREE

WCKY CINCINNATI

front office

ROBERT C. MAYO, sales manager, WOR-TV New York, named director of sales.

WARREN ABRAMS, CBS-TV Spot Sales research department, N. Y., named manager of CBS-TV Spot Sales' Detroit office. RALPH PATT, who has represented both Radio and Television Spot Sales there, will concentrate on Radio Spot.

R. K. WOOD elected vice president and appointed general manager, WWSO Springfield, Ohio.

Mr. Wood

RUSSELL G. WINNIE, assistant general manager of WTMJ-AM-TV Milwaukee, elected to board of directors of The Journal Co., licensee of stations, succeeding L. W. HERZOG who resigns from board.

WILLIAM A. COOK, manager, KWRO Coquille, Ore., to KCOY Santa Maria, Calif., in similar capacity. He succeeds JO W. BENES, now manager, KDB Santa Barbara. Mr. Cook is replaced by GEORGE W. STRATTON, former news editor, WKYW Louisville.

W. CHASE IDOL Jr. appointed employe service supervisor, Jefferson Standard Broadcasting Co., Charlotte, N. C., licensee of WBT-AM-FM and WBTV (TV) there.

HERB STEWART, former vice president-general manager, WICU Erie, Pa., to Orange Television Broadcasting Co., Tampa, Fla., as executive vice president and member of board of directors.

J. G. PALTRIDGE, former general manager, KYA San Francisco, appointed assistant to SHELDON F. SACKETT, president, KROW Oakland, Calif. RUSS COGLIN, program director, KROW, adds duties of assistant to Mr. Paltridge.

Mr. Paltridge

B. G. ROBERTSON, commercial manager, KWKH Shreveport, to KTHS Little Rock, as general manager, replaced by FRED A. WATKINS, local sales manager, KWKH. RICHARD WILCOX, KTBS Shreveport, succeeds Mr. Watkins.

ROY H. HOLMES, sales manager WINS New York, to WPAT Paterson, N. J., as national sales manager. He will be at WPAT's New York offices in RKO Bldg.

DONALD A. THURSTON, WTWN St. Johnsbury, Vt., appointed resident manager of station.

MAJ. EDGAR L. TIDWELL, USA, chief of operations, Far East Network, transferred to Armed Forces Radio Service, L. A., in similar capacity.

WILLIAM YONAN, ABC Chicago radio executive, to NBC same city, as coordinator of sales services.

HANK FORBES, WLYN Lynn, Mass., appointed station's general manager in charge of programming and sales.

GORDON BURNETT, commercial manager, CFCH North Bay, named manager of CJKL Kirkland Lake. BILL KING, salesman, CJKL, appointed commercial manager of CFCH.

ARTHUR E. DAHL, account executive, Frederic W. Ziv Co., to sales staff, KMBC-KFRM Kansas City.

HERBERT FLEIG, sales staff, WLWT(TV) Cincinnati, to WKRC-TV same city, in same capacity.

GRANT H. WILLSON named assistant manager, KVWO Cheyenne, Wyo.

J. G. SANDISON, sales staff, WTMJ Milwaukee, transfers to WTMJ-TV in same capacity.

Personals . . .

WILLIAM S. HEDGES, vice president, NBC, appointed chairman of radio division of 1952 fund raising drive, Travelers Aid Society of New York. . . . B. FLOYD FARR, vice president and general manager, KEEN San Jose, appointed to advisory board of San Jose State College. . . . DWIGHT HAUSER, director, ABC Western Div., father of boy, Erich, Sept. 5.

ROBERT FEHLMAN, manager, WHBC Canton, Ohio, presented "Governor's Award" at Ohio Newspaper Assn. banquet Sept. 18 in Columbus. Mr. Fehlman represented broadcasters of Ohio who were recognized for "outstanding job in publicizing the state of Ohio this year." . . . WILLIAM J. DEMPSEY, partner, Dempsey & Koplovitz, Washington, D. C., law firm, will teach Federal Communications Law course at Georgetown U. as guest professor during current term. . . . KEITH KIGGINS, former owner, WIKK Erie, Pa., and recently in charge of TV sales for Edward Petry & Co., N. Y., is in Mercy Hospital, San Diego, Calif. . . . ELDRED WALTER STEINMANN, promotion manager, WCUM Cumberland, Md., and son of KARL F. STEINMANN, owner, married Donna Sue Foley, Sept. 13.

THE QUILL

Should radio and television cover press conferences?
Read
"The Decline and Fall of The Press Conference"
By Walter T. Ridder, Washington Correspondent
in the September Issue now out

The QUILL, 35 E. Wacker Dr., Chicago 1, Ill. A monthly magazine for newsmen-editors of radio-tv $3 a year

FOUNDED 1912

INDUSTRY EMPLOYMENT

Some 10% Rise Seen

INCREASE of 10% in employment by Dec. 15 expected by communications equipment manufacturing industry, according to the Dept. of Labor's Bureau of Employment Security, with "severe shortages" faced in professional, technical and skilled occupations.

Two-thirds of the equipment firms are experiencing difficulty in finding qualified workers, it was stated, including electronic engineers. Strong demand for TV sets as a result of approval of new stations and high defense work expenditures are cited as main causes of the labor shortage.

First with the Most . . . the MeBS story

FIRST in Maine —

WCSH 1925 — WLBZ 1926 — WRDO 1932

FIRST in Prestige and Public Service

M-O-S-T complete coverage of state's concentration of buying power.

M-O-S-T listenership—only state group regularly programmed for Maine people.

WCSH Portland — WRDO Augusta — WLBZ Bangor

Represented by

Weed & Company Nationally — Bertha Bannan New England

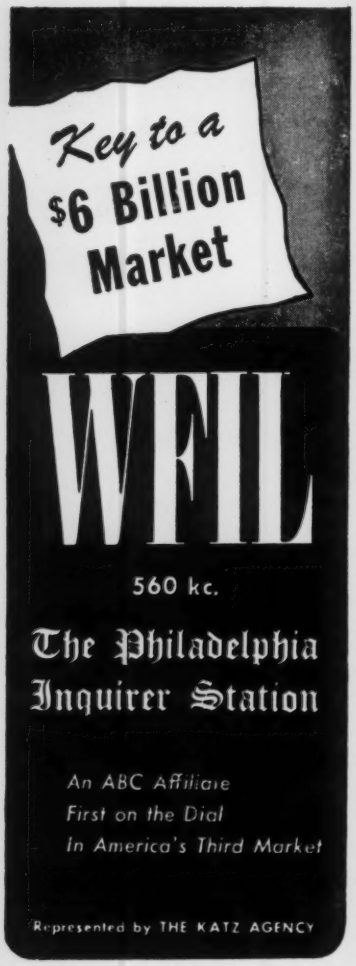
WKEI KEWANEE
New Station Is on Air

WKEI Kewanee, Ill., 100 w on 1450 kc, went on the air for the first time Sept. 11, it was noted last week. New station is owned by E. D. Scandrett, who serves as president; Harold Rothrock, consulting engineer of Bedford, Ind., and Ray Knochel, WPRC Lincoln, Ill.

Other personnel include Arch E. Cameron, Bud S. Mohnen, Fred W. Cale and Frank E. Janes, announcers; Phil Miler, sports announcer, and Sharon Ling, receptionist.

PR Group Formed

FORMATION of Southern Public Relations Assoc. to service southern states and promote better public understanding of public relations profession and standards was announced in Alexandria, La., Sept. 10. Directors of the new affiliated group are: James Aldige Jr., James Aldige Jr. & Assoc., New Orleans; Robert K. Butcher, R. K. Butcher Assoc., Shreveport; Jack Gould, Gould, Blieden & Manley, Baton Rouge, and Claude Morgan, Claude Morgan & Assoc., Alexandria. Firms also operate in Lake Charles and Monroe. Chairman Gould said new group will offer services not obtainable through any single agency, and its activities will be expanded to Texas, Mississippi and other states.



air-casters

WILLIAM BERNS, ABC radio's program production supervisor, to WJZ New York as program director, succeeding **RAY DIAZ** [B•T, Sept. 8].

BERTHA KURTZMAN, ABC-TV telecast coordinator, to network's WJZ-TV New York as operations manager.

JUD WOODS, radio-TV executive, Brewer Adv., Kansas City, to KOA Denver, as TV coordinator.

GEORGE R. BONNELL, WJBO Baton Rouge, La., to WIHL Hammond, La., as program, news and production director.

BUD MASON, announcer, WBTA Batavia, N. Y., promoted to program director. **BILL STOKES** and **DAVE JENSEN,** announcers there, appointed director of continuity and promotion and night disc jockey, respectively. **CHUCK DANIELS,** WUSJ Lockport, N. Y., and **JIM FAGAN,** to WBTA as announcers.

BILL CLOSE, KOY Phoenix, promoted to chief announcer.

Mr. Close

DONALD CALLEN, announcer, KHJ Hollywood, to KBIG Avalon, in similar capacity.

WILLIAM STUMPF to WMTR Morristown, N. J., as part-time announcer.

AL LEIBERT, WLOW Norfolk, to announcing staff, WICC New Haven, replacing **MIKE MERRILL** who returns to U. of Virginia.

BOB POWELL, WBIG Greensboro, and **BEATRICE BURKE,** to promotion staff, WDVA Danville, Va.

MARILYN HENRY to continuity staff, WSAZ Huntington, W. Va. **CHARLES DAILEY** to station's announcing staff.

BUD COULSON, director of publicity, KHJ Hollywood, to serve in similar capacity for Community Chest fund drive, that city.

SUSAN SEYMOUR, *The Patriot Ledger,* Quincy, Mass., appointed women's program director of KVWO Cheyenne, Wyo.

AL JOHNS, sports commentator, KFWB Hollywood, to KPOL Los Angeles, as sports director.

ANNE HAYES, women's director, KCMO Kansas City, appointed radio-TV consultant for Missouri Federation of Women's Clubs.

BETTY HARTLANE, head of guest relations, ABC Western Div., named president of The Guesters, Hollywood group of guest relations personnel from radio-TV stations and ad agencies.

JUDY WILSON appointed advertising copywriter, CKVO Kelowna, B. C. **AL HOOKER** and **MAC BOYLE** to station as announcers.

ED A. THILENIUS named sport director, WRFC Athens, Ga.

LES TREMAYNE, Hollywood radio actor, assigned role in MGM feature film, "Dream Wife."

HERBERT JOHNSTON, KSLM Salem, Ore., to announcing staff, KEX Portland. **ARVED CHRISTENSEN** to latter station as continuity writer.

PATRICIA REEDER, society and women's editor, *Morning & Evening Record,* Troy, N. Y., to promotion department, ABC Western Div.

SID LASHER returns to WAGA-TV Atlanta, Ga., as production director after tour of duty with Air Force. **DAVID MAYO** to WAGA-AM-TV as merchandising manager.

MAL KLEIN, night operations manager, KLAC-TV Hollywood, to conduct TV courses at Beverly Hills Adult Education School.

JOE BISHARA PHILLIPS, announcer, WKOP Binghamton, N. Y., and Sally Pack have announced their marriage.

WILLIAM TALMAN, Hollywood radio-TV actor, father of girl, Sept. 7.

FRED WALKER, director of public affairs at WTTM Trenton, and Catharine Sullivan have announced their engagement.

News . . .

JACK LABRIE to WCCM Lawrence, Mass., as news editor.

JERRY GAMMON, news writer and TV news coordinator, WHAS-TV Louisville, to Reynolds Metals Co., as public relations assistant to Keen Johnson, former Kentucky governor. **CY SMITH,** WHAS writer, will succeed him.

DICK WALTON appointed chief announcer, WICE Providence, R. I., in addition to present duties as news editor.

HANK WEAVER, newscaster, ABC Western Div., assigned role in 20th Century-Fox feature film, "Call Me Madam."

ROSS NERBY, CKPG Prince George, B. C., to CKOV Kelowna, B. C., on news staff.

JOHN RICE, news editor, KTLA (TV) Hollywood, has retired.

U. S. SHOWS LEAD
August Canadian Ratings

LEADING Canadian network programs in August originated in the United States, according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading five evening programs were *Twenty Questions,* rating 13.5; *Mario Lanza* 11.5, *Doris Day* 11.4, *Great Gildersleeve* 10, and *Happy Motoring* (Canadian program) 7.4.

Five leading daytime network programs were *Ma Perkins* 13.2, *Right to Happiness* 13, *Pepper Young's Family* 12.8, *Big Sister* 12.7, and *Road of Life* 12. French-language five leading evening programs were *La Pause Qui Rafraichat* 15.8, *Jouez Double* 13.2, *La Raconteur de Chez Nous* 12.3, *Chanson de Vacances* 11.2, and *Qui Aura le Dernier Mot* 9.4. Five leading daytime French-language shows were *Rue Principale* 23.9, *Jeunesse Doree* 23.1, *Quelles Nouvelles* 17.7, *Francine Louvain* 17.6, and *Grand Soeur* 17.3.

KING TAKES BOW
For Election Coverage

KING-AM-TV Seattle is taking bows for its Sept. 9 coverage of the Washington State primary election. A simulcast covered 17 political races, keeping viewers and listeners abreast of latest developments, station reports.

Allen Pomroy, Seattle mayor, commented, "The coverage by KING was most satisfying both from informative and interesting aspects. It was amazing how KING set up to cover the state so completely. KING and commentators Charles Herring and Richard Boss certainly are to be complimented for the fast, complete coverage."

Lee Schulman, KING-TV program director, successfully undertook the project of compiling returns in a manner more complete and rapid than ever had been attempted before, the station said. The election returns were presented as a public service with General Electric, Dr. Roos Dog Food and Aero-Wax participating in the simulcast's cost.

It's Happening in New Haven!

WNHC

sells

autos & service

7 YEARS

Marker Motors Have Used
6 quarter-hours per week

If *you* have something to sell in New Haven
Choose The Station That *Sells*

WNHC NEW HAVEN
NBC RADIO

Represented nationally by The Katz Agency

BARTLETT BUYS
KFRE KRFM(FM) Control

CONTROL of KFRE KRFM (FM) Fresno, Calif., CBS outlet on 940 kc with 50 kw, will go to Paul R. Bartlett, president of California Inland Broadcasting Co., licensee, with FCC approval of the stock sale, application for which was filed Sept. 11.

By acquiring the interest of Jess Rodman, automobile distributor and cattle rancher, for $360,000, Mr. Bartlett will have 60% interest in the stations and continue as president. He currently owns 24% of the company. William C. Crossland, Fresno attorney, owns 40%.

Mr. Bartlett

Mr. Bartlett has been KFRE manager since its start in January 1942 and became president seven years later. He helped Mr. Rodman found the station. Mr. Crossland is the company's legal counsel and secretary. Mr. Rodman has been serving as board chairman.

Mr. Bartlett said the company will continue to push its TV application for vhf Channel 12 in Fresno. Mr. Bartlett recently sold his controlling interest in KERO Bakersfield to a group of station employes headed by Albert E. (Gene) DeYoung, now president and general manager [B•T, July 14], for a reported $110,000. Mr. Bartlett is president of the California State Radio & Television Broadcasters Assn.

GE Relocation Plans

LONG-RANGE plan for General Electric Co. to move part of its New York executive offices to suburban site near White Plains, N. Y., was announced last week, dependent in part upon securing appropriate rezoning of optioned property.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

GRID SIGNINGS
More Contracts Announced

ADDITIONAL signings of contracts to air football games were announced last week.

Three Philco dealers and Philco Distributors Inc., of the Philadelphia area, are to cooperate in joint sponsorship of Villanova games to be broadcast on WIP Philadelphia.

WGN Chicago will air "the 10 top" games in the midwest, beginning with the Iowa State-Illinois contest Sept. 27. Broadcasts are being sponsored by the Chicago Metropolitan Dealers Chevrolet Club. Campbell - Ewald is the agency.

WHAS-TV Louisville has signed Paul Bryant, U. of Kentucky grid mentor, to narrate play-by-play descriptions of all Kentucky games, to be telecast on the Sunday following the games. First half will be participating, with Bond Clothes paying for the second half of the telecasts.

WDSU-TV New Orleans will bring viewers all Louisiana State U. and Tulane U. gridiron games on the Sunday night after the games. The film series, *Football Hilights*, was to have begun yesterday with the LSU-Texas game. Program is sponsored by the D. H. Holmes Co. and Philco.

WRNO Orangeburg, S. C., and WCSC Charleston, S. C., are among stations carrying the full schedule of Citadel's games. Other stations may be signed. Series was to have begun Sept. 20 with the Citadel-Georgia Tech. contest. Sponsors are Typhoon Air Conditioning Co. and Gas Engine & Electric Supply Co.

KRNT Des Moines reports the sale of the station's complete football and basketball broadcasting schedule to the Home Federal Savings & Loan Co. of Des Moines.

WILM Wilmington for the third straight year will carry the entire schedule of the U. of Delaware grid warriors. Sponsor is Sterling Auto Sales, Wilmington Dodge-Plymouth dealer.

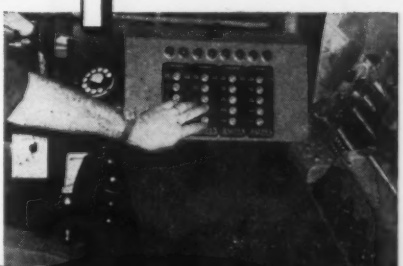
Four more stations have announced that they will broadcast the U. of Notre Dame pigskin schedule. They were WITH Baltimore, Md., KGFJ Los Angeles, KALI Pasadena and KFOX Long Beach, Calif.

Paley 'Materials' Plan

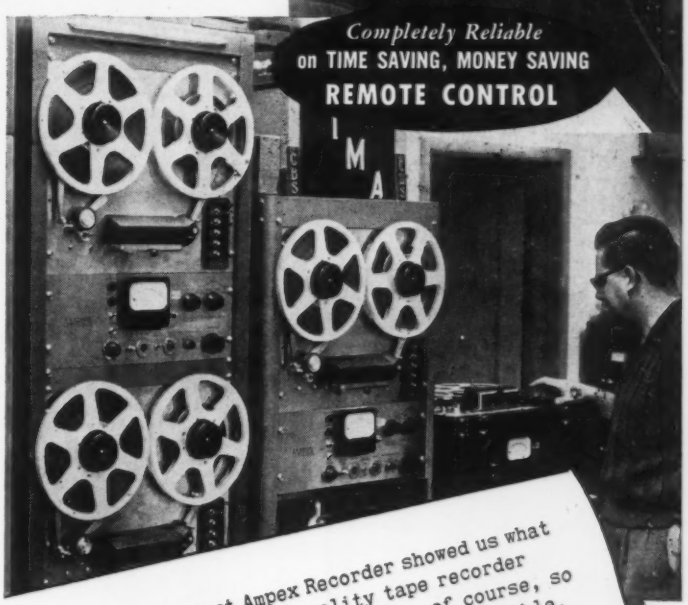
WILLIAM S. PALEY, CBS board chairman and former chairman of the President's Materials Policy Commission, last week warned against dangers of the growing shortage of raw materials in this country and proposed a continuous study, financed by industry, to overcome the problems. He outlined the plan in speaking at a luncheon meeting of the National Industrial Conference Board in New York on Wednesday.

kima
CBS YAKIMA
[WASHINGTON]
OPERATES 4 dependable AMPEX RECORDERS

The COMPLETE DEPENDABILITY *of Ampex is repaying many a radio broadcasting station with real dollar savings! Such savings result from greatly reduced maintenance, elimination of mechanical breakdowns, and negligible out-of-service periods. Ask for an Ampex demonstration in your studio . . .*



Completely Reliable
on TIME SAVING, MONEY SAVING
REMOTE CONTROL



". . . our first Ampex Recorder showed us what a real professional quality tape recorder could be. The reproduction is, of course, so nearly perfect that no detection is possible. In addition, the remote control facilities allow an announcer-operator to completely control our four units, even to cue-ing up tapes while reading an announcement on the air. Mechanically, the Ampex is the first we have seen that is built to "broadcast" standards of quality."

J. Barry Watkinson
Chief Engineer

AX-105

AMPEX
Magnetic Tape Recorders
AMPEX ELECTRIC CORPORATION
Redwood City • California

MEDIA MEN'S ASSN.

To Admit Women Members

MEDIA Men's Assn. of New York will admit women to membership for the first time since its organization 10 years ago. The name of the group will be changed to Media Buyers Assn., it was revealed at the first fall meeting last Wednesday.

Previously, membership was limited to male buyers of space and time. "The trend toward employment of women in agency media buying operations," according to Murray Thomas, media director of Anderson & Cairns Inc. and president of the association, "has accelerated in recent years to a point where we can mutually profit by throwing open the doors, not only to all space buyers but to buyers of radio and TV time as well."

Match Book Awards

SIX stations have been honored with Match Industry Awards for "distinguished use of book match advertising," with presentations to be made Sept. 26—60th anniversary of the patent on match books. Winner of "Joshua" plaque in radio-TV field is WTOC Savannah, Ga. Stations receiving certificate awards in broadcast field are: WBT-WBTV (TV) Charlotte, N. C.; WBAL Baltimore, Md.; WIBW Topeka, Kan.; WBML Macon, Ga.; KIEV Glendale, Calif.

UN Offerings

AMERICAN ASSN. for the United Nations is making available to radio stations throughout the country two recorded features for use during United Nations Week, Oct. 19-25. One is a series of spot messages from outstanding Americans, entitled *Headliners Speak for UN*, produced in cooperation with the American Jewish Committee. The other is a 15-minute dramatic cantata, *Children's Letter to the UN*, presented by the American Veterans Committee in cooperation with the UN group.

allied arts

WILSON OELKERS, purchasing agent, radio-TV div., Philco Corp., named general purchasing agent for firm, succeeded by **MERLE N. THOMPSON.**

ROBERT C. GRAY, manager of TV technical operations, RCA Service Co., Gloucester, N. J., appointed firm's area manager in New England, New York and New Jersey territories.

Mr. Gray

RICHARD A. NORMAN appointed manager of manufacturing for General Electric Co.'s cathode ray tube operations, Syracuse, N. Y.

FRED R. ELLINGER elected president of Waldom Electronics Inc., Chicago. He will continue operation of Ellinger Sales Co., midwest sales representative of electronics manufacturers.

F. D. MEADOWS, Dage Electric Co., Beech Grove, Ind., appointed general sales manager.

DANIEL STARCH & STAFF, research organization, moving executive and general offices from Manhattan to Mamaroneck, N. Y., about mid-October. Firm will retain sales and service office in New York.

J. A. MILLING, executive vice president, Howard W. Sams & Co., Indianapolis, named chairman of government relations committee of Assn. of Electronic Parts & Equipment Mfrs., trade group of 120 midwest firms.

Equipment . . .

GRAYHILL, Chicago, announces manufacture of Series No. 23 push button switch measuring 1.047 inches from end of plunger to end of terminal tips. Diameter is ½ inch at widest point. Contact resistance is reported to be .007 ohms maximum before use and .015 ohms maximum after approximately 200,000 operations.

SOUTHWESTERN INDUSTRIAL ELECTRONICS Co., Houston, Tex., announces production of new combined ohmmeter and leakage tester, Model C-3. Instrument is designed for production testing of transformers and condensers, and ranges from 1 ohm to 1 million megohms.

TELEWAVE LABS. Inc., Brooklyn, N. Y., announces manufacture of series of fixed coaxial pads for application in circuits operating at frequencies from zero to 10,000 mc. Pads are of Pi and T construction utilizing metallized film resistors.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces production of series of microwave signal sources covering frequency range of 634 to 10,750 mc in five units. These employ reflex klystron as source of microwave energy.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces production of low-loss triple-circuit antenna selector, Cat. No. 873 designed primarily for selection at receiver of signals from any one of three antennas. Maximum transfer of energy with minimum loss is attained through positive contact points an impedance closely matching transmission line.

DAGE ELECTRONICS Corp., Beech Grove, Ind., announces production of new portable self-contained TV camera featuring all adjustments on unit. Dimensions are 14″ long, 9⅜″ high and 4⅝″ wide.

UNITED TRANSFORMER Co., N. Y., announces production of small hermetically sealed transformer. Unit covers entire range of audio requirements for sub-miniature equipment and has overall case dimensions of ½ x 11/16 x 29/32 inches.

PENTRON Corp., Chicago, announces production of 10½ inch reel adapter which increases recording or playback time to full 4 hours. Attachment converts Pentron Multi-Speed tape recorder and both Pentron tape reproducers for use with 2,400 ft. standard broadcast reels.

ZENITH RADIO Corp., Chicago, announces manufacture of 21 new radio models. Three new 21-inch TV consoles with "K-53" chassis were also announced.

Technical . . .

J. T. BURGESS to engineering staff, WDVA Danville, Va. **RUSH SAWYERS** and **MARVIN TERRY**, engineers there, leave station to join Voice of America operations in Manila.

J. E. HOWELL, WTSB Lumberton, N. C., appointed chief engineer there.

CERTIFICATE of merit has been awarded to WHLI-AM-FM Hempstead, N. Y., by Long Island Home Builders Institute "in recognition of their outstanding contributions to all residents of Long Island in presenting numerous public service programs, created for the safety, convenience and better living conditions of all Long Islanders."

CED STATEMENT

Views Information Activities

FOREIGN information activities of the U. S. should be geared more to "needs and aspirations" of other peoples than to the effort of selling America and condemning communism, the Committee for Economic Development has asserted.

In a new statement on national policy titled, "The Threat to Our National Security," CED, a private organization, urged information activities be continued on an adequate scale with this goal in mind. "Actions speak louder than words and the best foreign propaganda is positive action which other peoples can see will serve their purposes as well as our own," the committee declared.

USAF TAPES

Disc Jockey Aid Asked

AIR FORCE is asking the aid of 1,500 disc jockeys in 27 states to assist in procuring volunteer aircraft spotters for the Ground Observer Corps by using personalized tape recordings (provided by the Air Force) on their local programs.

Lt. Col. Robert P. Keim, chief of the Air Force Public Information Office in New York, said that the disc-jockey plan was decided upon after a highly successful test was made in August.

Twenty disc jockeys were sent an individual tape-recorded announcement. In each case, the disc jockey's name, station, program title, city and state were mentioned by the "Air Force reporter" making the spot.

Col. Keim will notify the 1,500 disc jockeys in the "Operation Skywatch" area by letter within two weeks. Tapes will accompany the letters. Voice work is being handled by S/Sgt. Syd Byrnes, former manager of WCCC Hartford.

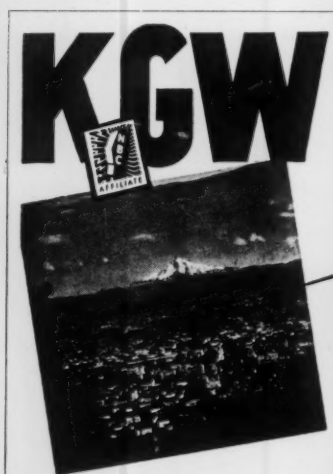
SETS TO DENVER

RTMA Gives July-Aug. Count

TV SET manufacturers shipped over 23,800 video receivers into the Denver market area in July and August, according to Radio-Television Mfrs. Assn. The city was without TV service until KFEL-TV took the air in July as the first post-freeze station.

Shipments of TV receivers to dealers in the Denver market area this year follow:

Counties	Jan. through June, 1952	July 1952	August 1952	Total
Adams	21	80	253	354
Arapahoe	21	398	809	1,228
Boulder	86	167	1,102	1,355
Denver	784	5,650	13,395	19,829
Jefferson	21	347	735	1,103
Larimer	19	124	222	365
Weld	28	200	359	587
Total	980	6,966	16,875	24,821
Total Sets Shipped in U. S.	2,089,818	316,940	305,880	2,712,638



KGW THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

RADIO LAUDED

At Texas Assn. Meet

"RADIO can stand on its two hind feet with apologies to none," Phil McHugh, radio-TV director, Tracy-Locke Agency, Dallas, declared in a speech last Wednesday before the Texas Assn. of Broadcasters.

Some 117 registrants, representing 101 of Texas' 187 station, attended the semi-annual meeting of the TAB in Ft. Worth.

Championing radio, Mr. McHugh said that "its effectiveness, costwise, based on ARBI studies, is exceptionally powerful."

Mr. McHugh cited a just-completed case study on Imperial Sugar made in Oklahoma-Texas which proved conclusively that radio outpulled all other media by wide margins.

He added, however, that "there is room for all media in the advertising spectrum, and the sooner present radio management realizes that over 97% of the homes nationwide had radio, the sooner it will sell its wares on a practically saturation format."

The TAB elected Boyd Kelly, KTRN Wichita Falls, president, succeeding J. M. McDonald, KCRS Midland. Others elected were Willard Deason, KVET Austin, vice president; Louis Cook, KNOW Austrin, secretary-treasurer. New directors include Byron Ogle, KRGV Weslaco; Ray Hearnon, KTRH Houston. Carry-over board members include Richman Lewin, KTRE Lufkin and Tom Krister, KGNC Amarillo.

David Morris, manager, KNUZ Houston, spoke on block programming. His success story was based on knowing your market and programming accordingly. KNUZ specializes in music and news, Mr. Morris said.

Fred Palmer, management consultant, spoke on "How to Close a Sale," emphasizing that management should spend more time in actual selling and should provide salesmen with more working tools. Mr. Palmer charged that "radio today lacks selling ideas."

Ken Brown, KWFT Wichita Falls, spoke on political libel aspects of broadcasting.

Clutch Hitter

SUCCESSFUL use of radio in warning workers of the Hughes Aircraft Co., Culver City, Calif., when roads to the plant were made impassable by a torrential rain is presented in a new BAB booklet distributed to members and advertising agencies last week. Bearing the title, "In the Clutch," the booklet was prepared in the form of an abbreviated dramatic script. A covering letter states: "Only radio, among all media of advertising and communication, had the speed, the flexibility and the coverage to do the job."

RADIO-TV HABITS

Studied in Seven Cities

POLL of radio-TV habits and opinions of people in more than 1,200 homes in seven cities has been completed by the advertising class of Georgian Court College, Lakewood, N. J. Cities surveyed were New York, Boston, Camden and Trenton, N. J., Philadelphia, Pittsburgh and Louisville.

Using direct door-to-door and telephone interviews, the class asked questions on the number of radios in homes, automobile set ownership, make of TV sets, color television, etc. The study started this summer and was compiled by John O'Connor, Fordham U. graduate, Georgian Court staff member and lecturer.

Among major results reported by survey were these:

347 homes have two radios, 335 have three, 212 contain one; 858 have car radios, 326 do not; 1,099 have a TV set, 22 have two receivers (with RCA and Philco the most popular make and 17-inch the most popular size); 441 people would delay new TV set purchases until color TV is available, 414 would not; 708 attend movies less frequently because of TV, 541 about the same; 610 do not read less (fiction) than before, 428 read less; 930 do not read newspapers less, 138 do; 633 said they did not shift to a TV-advertised product since buying TV, 379 said they did.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

I WENT TO YOUR WEDDING

On Records: Patti Page—Mer.; Steve Gibson—Vic.; Sammy Kaye—Col.; Florence Wright—Sav.; Little Sylvia—Jubilee; Hadda Brooks—Okeh; Guy Lombardo—Dec.; Grady Martin—Dec.; Jimmy Wakely—Cap.; Hank Snow—Vic.; Johnny Bond-Helen Carter—Col.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

VOICE ARM

Strengthening Process Is Begun

MACHINERY to improve the effectiveness of shortwave Voice of America is being overhauled on a number of fronts, without regard to the outcome of the November political elections.

Plans for strengthening the U. S. radio arm are the appointment of a key broadcast industry executive to direct VOA, a friendly inquiry into the overall U. S. international information program and continued analysis of prospects for international television.

A major policy step is the appointment of Alfred H. Morton, former NBC executive and pioneer in TV development, as deputy administrator (director) for broadcasting services in the VOA's parent International Information Administration [AT DEADLINE, Sept. 15].

Mr. Morton succeeds Foy Kohler, with whom he has been serving as special assistant since Sept. 8. Mr. Morton talked with Dr. Wilson Compton, IIA administrator, in Washington last week preparatory to assuming his duties Oct. 1.

It was understood Mr. Morton would receive about $14,000 in his post—far less than he made in private life, but more than the $10,800 specified for that position. It was presumed that Dr. Compton has asked him to remain through next year regardless of any political changes this fall, and that he would take leave of absence from his TV station consultant firm, Alfred H. Morton Assoc.

VOA's future also is under study on Capitol Hill where a Senate Foreign Relations subcommittee is gathering data for an investigation this fall. Headed by Sen. William J. Fulbright (D-Ark.), the group is expected to meet this month. Tours of European Voice facilities and hearings are indicated after the election, with the full committee reporting findings to the Senate next January [B•T, Sept. 1, Aug. 11].

International Picture Watched

Meanwhile, the State Dept. is keeping close watch on international TV developments—as are other government agencies. Of particular interest are the information and psychological warfare aspects.

Two years ago the department submitted a pilot study which doubted it could set up video facilities in Europe. But any progress by private interests in creating facilities, it was said, will be watched by the State Dept. with a view to using them in the future.

The State Dept. is not presently in localized "live" television overseas and it may be a year or two before it actually gets into it. It does furnish kinescopes and films to European countries with TV. Its authorities feel that international or trans-oceanic network TV is still at least five years away—as predicted by Brig. Gen. David Sarnoff, RCA board chairman, who has proposed a "Vision of America."

BRIEFING Mr. Morton (seated) on his new duties as director of the Voice of America is Mr. Kohler, former chief who joins Secretary of State's Policy Planning Staff.

* * *

Department communications specialists periodically call on private groups (like the Massachusetts Institute of Technology) for research in the improvement of technical equipment to strengthen the Voice. TV research is one phase.

30 Years of Fitting a Medium to a Market

WSYR ACUSE NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

programs promotion premiums

KITS are being distributed by CBS Radio containing comprehensive data on all its current programs. Information is arranged chronologically Sunday through Saturday and divided between daytime and nighttime. Prepared for agencies and editors to facilitate checking of program facts, the idea was conceived by press information director George Crandall. Kits carry the slogan "Its CBS Radio for Sound Entertainment."

PACKAGE OFFER

KCKN Kansas City, Mo., offers a special package of 26 125-word announcements for $220 to advertisers. Offer is made on broadside on which a red woolen bow has been glued. General Manager Ben Ludy and Manager Joe Story advise prospective advertisers that spots may be live or transcribed, may be used in one day, to saturate market during special promotions or best suited to needs during a calendar month, with additional spots pro rated.

'A KID & HIS DOG'

WMAL-TV Washington unveiled a new show last Thursday entitled *A Kid and His Dog*. The program, telecast 9-9:30 p.m., is "aimed at improving a youngster's understanding of his pet, and at making the animal a closer member of the family." It is hoped also that showing children the proper care and training of dogs will reduce number of traffic accidents in which dogs are victims.

WHAS COVERS FIRE

ON-THE-SPOT coverage of a grandstand fire which caused an estimated $80,000 damage at the Kentucky State Fair was given by WHAS Louisville. WHAS had set up a "big top" circus-like tent from which it was originating shows. When fire broke out, 5,000 persons were in the grandstand. Luckily, no one was injured. Less than 15 minutes after the first alarm, Barney Arnold, WHAS farm director, had a recording with news director Dick Oberlin on the air. The station is proud also of the fact that more than 24,800 persons visited its tent during the fair, Sept. 5-12.

KFAB FANS

DURING the sweltering six days of the Nebraska State Fair KFAB Omaha distributed 10,000 fans. Printed across the cardboard coolers were the words, "I am a KFAB Fan." In addition, several KFAB programs were originated from the fairgrounds. Don Shoemaker, KFAB promotion manager, estimated that more than 80,000 fair-goers saw or took part in KFAB programs at the 1952 Nebraska exposition.

CANADIAN 'TALENT'

CANADIAN "talent" was televised in pre-opening ceremonies at CBLT (TV) Toronto in persons of four of Canada's leading bank robbers, who had escaped Sept. 8. CBLT telecast police photos and descriptions every hour, from early afternoon until official opening at 7:15 p.m. Noting pictures on TV receivers, CBC Board Chairman A. D. Dunton referred to them as "Canadian talent." CFRB Toronto had first news of the jail break on an early-morning disc jockey show when a woman phoned in a tip before police announced it.

KMOX PIECE

MAILING piece by KMOX St. Louis points out to advertisers: "If you sell anything that's sold in St. Louis grocery stores, it's crystal clear that you'll sell more of it when you use the most sales-effective participating programs in all St. Louis—Lee Adams' *Housewives Protective League-Sunrise Salute* combination." Last year, says KMOX, 2,177 retail grocers took part in Lee Adams' annual merchandising campaign. This campaign has just begun for the 1952-1953 season, station adds, and urges advertisers to "assure your sales future," by using KMOX.

ESSO DECALS

DECALS calling attention to *Esso Reporter* newscasts have been distributed to Esso dealers throughout its listening area by WPTF Raleigh, N. C. Three-color decals call attention to station call letters, time of newscasts and identification with Esso Oval, and have been placed on display in gas station doors and windows. They also were sent through mail with letter suggesting placement.

BLOCK PROGRAMMING

PROMOTION campaign for WLW Cincinnati's new block programming schedule comes to a climax this week when a new broadcasting format will be presented by the Crosley outlet. Onthe-air promotion has been backed with cab covers and publicity releases to more than 700 newspapers in the station's listening area. All promotion stressed the phrase, "The date —nine twenty-eight," day when the new program concept goes into effect.

COURTESY DRIVE

KSL Salt Lake City and the city's police department have joined forces in a courtesy-safe driving campaign which is making friends for KSL and a sponsor, Ken Garff Co., local Oldsmobile dealer. Twice weekly a different driver in Salt Lake City is cited by police for exceptionally courteous driving and names of winners are announced on KSL during the Ken Garff Co. show.

RECORD GIVEAWAY

JOINT promotion campaign by Dr. Posner's Shoes Inc., N. Y., and Tops Music Enterprises, L. A. (VOCO children's records), features 72 one-minute transcribed jingle spot announcements on KBIG Avalon, Calif., for four weeks from Sept. 15. During period, Southern Calif. shoe retailers are offering two records with each pair of Dr. Posner's shoes. Agency is Frank-Gold Agency, L. A.

STRAW VOTE

COPYRIGHTED report of straw vote taken by WCCO-AM-TV Minneapolis on political sentiments in Dodge County, Minn., has been prepared by Charles H. Smith, station's research director. Findings gave Gen. Dwight Eisenhower 66% of the vote compared to 32% polled by Gov. Adlai Stevenson, with results reported on special broadcasts by the stations. Ballot was offered in eight towns and adjacent areas to determine impact of candidates' speeches in nearby Plowville (Kasson).

VIOLETS PROMOTE CKAC

ANNIVERSARY of 30th year of operation is being observed by CKAC Montreal with a violet contest. Forty-four advertising executives in the Montreal area have received a flower pot complete with an African violet and a letter from the station urging them to tend the plant carefully till Oct. 3. On that date, plants will be judged at the station. Delivery of plants was preceded by a letter from the station informing the recipient that "Violet" was coming to stay for a few weeks and asking that she be treated with "patience, tenderness and understanding."

EDUCATION SERIES

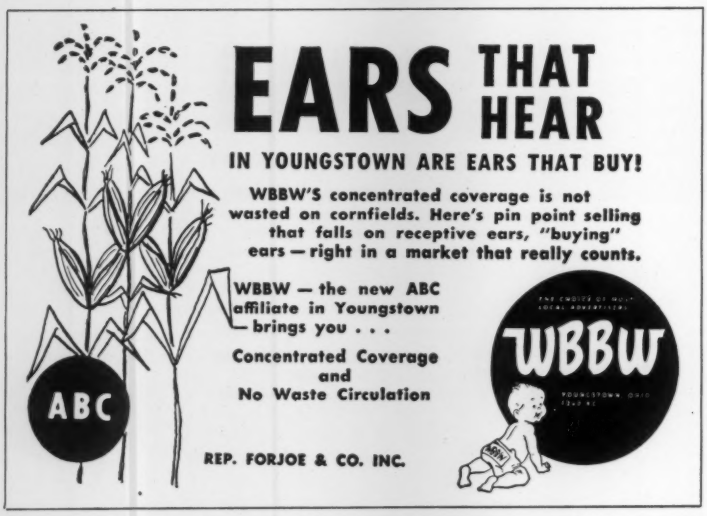
IDEA of a senior high school radio instructor has been adopted by WKBZ Muskegon, Mich., and incorporated as the basis for a series of programs on education. Programs are aimed at a teen-age audience and adult listeners and aired twice weekly with school officials as participants. Among topics explored thus far are high school athletics, summer jobs and night school opportunities. Series has won endorsement and active cooperation of Muskegon Board of Education, WKBZ reports.

RADIO AND CROPS

FOLDER claiming that "the cream of the crop is in the South Okanagan" is being distributed by CKOK Penticton, B. C., to point up "your best B. C. buy in radio." Folder quotes B. C. Agriculture Dept. fruit crop estimates as evidence of growing market and claims CKOK "completely dominates South Okanagan market, with results that are incomparable to any other interior station." Claim also is made than Penticton is fastest growing city in Canada.

'MILWAUKEE TALK'

A PROMOTION which attracted national interest a year ago has been revived by WTMJ Milwaukee on *The Grenadiers* program. Booklet titled *Milwaukee Talk*, which comprises sayings sent in by listeners to program, is being reprinted by *Milwaukee Journal* station. During first week, 3,000 copies of booklet were sold at Wisconsin State Fair where *Grenadiers* originated daily broadcasts. Booklets sell for 10 cents and were reprinted in part by newspapers and magazines last year when first offered.


EARS THAT HEAR
IN YOUNGSTOWN ARE EARS THAT BUY!
WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.
WBBW — the new ABC affiliate in Youngstown — brings you . . .
Concentrated Coverage and No Waste Circulation
ABC
WBBW
REP. FORJOE & CO. INC.

INAUGURAL SEATS

Radio-TV May Get 180

WITH 180 seats tentatively allocated to radio-TV, seats and podium construction in Washington, D. C., for inauguration of the next President is due to get under way early next month. Letting of the $100,000 contract was announced last week.

Of the total 1,500 seats for newsmen, 756 are to be allocated to the press, with the remaining 564 bearing the notation, "Press Guests." This is a duplication of the 1949 inaugural facilities, according to the present plans of David Lynn, architect of the Capitol.

As in the 1949 inauguration, TV cameras will be accommodated on a stand above the press section.

Allotment of space for radio-TV newsmen is under the supervision of the Radio-TV Correspondents' Galleries, of which Hollis Seavey, MBS director of Washington operations, is chairman. Robert M. Menaugh, superintendent of the House Radio-TV Gallery is handling the requests. Arrangements for other facilities—such as the parade and reviewing stand—should be made through the winning party's national committee.

Joint Inaugural Committee is headed by Sen. Carl Hayden (D-Ariz.), and includes Sens. Ernest W. McFarland (D-Ariz.) and Styles Bridges (R-N.H.) and Reps. Sam Rayburn (D-Tex.), John W. McCormack (D-Mass.) and Joseph W. Martin Jr. (R-Mass.). Leslie L. Biffle, secretary of the Senate, is secretary of the committee.

Ban Rescinded

BAN on the release to radio and newspapers of news about a crime still under investigation was rescinded by the Morristown, N. J., Board of Aldermen last week. Merrill Morris, WMTR Morristown news director, argued the newsmen's case. The board agreed that radio and newspapers had cooperated with authorities in the past by withholding certain information on cases when requested.

'Moose' Time

ORDER from local unit of the Loyal Order of the Moose for time to air brief Mooseheart ceremony each evening has been received by WISL Shamokin, Pa. Ceremony is observed every evening at 9 in all Moose lodge halls. Test run during August proved so successful that lodge renewed contract for year, with ceremony aired as station break. WISL offered time on free basis but lodge insisted on paying because "WISL is doing an outstanding job of public service."

Our Respects to

(Continued from page 54)

company's Division of Huasteca Petroleum Co., a Mexican subsidiary, particularly when Standard was fighting the Mexican expropriations of American-owned oil properties in that country.

Then followed actual selling with Stanco Inc., another Standard subsidiary in cosmetic products (Dagget & Ramsdell), just prior to World War II. He returned to D & R after the war, eventually becoming sales manager.

He joined WPIX March 1, 1948, as account executive of the station which was to begin operations June 15 of that year He held that position until his appointment as WPIX sales manager.

Born in Brooklyn July 12, 1909, he received his early education at Poly Prep C.D. School there. Six-foot-two and of athletic build, Mr. Patterson's hobbies are trout fishing and golf.

With his wife, the former Martha Jane Hollis, whom he married in 1932, and two children, Roy, 15, and Joan 17, he lives at 53 Park Ave., Bronxville, N. Y.

A Navy veteran of World War II, he served as lieutenant commander on carrier duty in American and Pacific waters and saw battle experience.

WEST COAST CBS

Promotion Plans Reviewed

REPRESENTATIVES from 35 West Coast CBS Radio stations were promised the biggest fall program promotion campaign in the network's history when they met at the Beverly Hills (Calif.) Hotel on Sept. 11 to hear details from New York and Hollywood CBS Radio executives.

The meeting followed a similar clinic in New York Sept. 4-5 attended by 100 representatives from 78 CBS Radio stations [B•T, Sept. 8].

The West Coasters heard Louis Hausman, administrative vice president; Charles Oppenheim, administrative manager of sales promotion and advertising, and E. Eldon Hazard, network sales manager, who also had participated in the New York clinic.

Mr. Hausman said a recent Pulse survey showed radio listening in television homes is increasing. He termed findings "one of the most encouraging signs network radio advertising has seen in months." The survey is part of a move by CBS Radio to learn more about radio listening in television homes, he said.

Guy della Cioppa, CBS Radio vice president in charge of network programs, Hollywood, reviewed successes of summer programs being retained for the fall schedule.

Gives Fall Lineup

The list of advertisers new to CBS Radio was presented by Mr. Hazard. He also listed the complete West Coast radio evening lineup for the fall.

Mr. Oppenheim, who supervised preparation of the promotion kits sent to all CBS Radio stations, explained the campaign.

Promotion aids afforded Columbia Pacific Radio Network stations were outlined by Sherril Taylor, director of sales promotion, advertising and exploitation for CPN-KNX Hollywood. Leon Forsyth, merchandising manager, CPN-KNX, presented a sample kit.

Publicity and exploitation and their value in selling programs on the West Coast were outlined by Irving Fein, West Coast director of publicity and exploitation, and Lloyd Brownfield, CBS Radio director of press information, Hollywood.

Station representatives at the clinic were:

Frank Reardon, KBOW Butte; Donald J. Quinn, KXOC Chico; Tom Wiseheart, KROD El Paso; Harry H. Burum, Paul Bartlett, KFRE Fresno; Fred Kramer, Sherril Taylor, KNX Hollywood; S. M. Aston, KMBY Monterey; Joseph E. Gamble, James Hadlock, KCMJ Palm Springs; Thomas Kelland, KOOL Phoenix; Burl C. Hagadone, Roger Hagadone, KJRL Pocatello; H. G. Wells, KOLO Reno; A. Wayne Baker, KSL Salt Lake City; Evelyn Clark, KCBS San Francisco; Clay Osborne, KXLY Spokane; Edith Smith, KGDM Stockton; Lisle F. Shoemaker, Hobby Myers, KFMB San Diego; Leroy Hiatt KRNR Roseburg; Marvin E. Johnston, KWIE Kennewick; Carroll R. Hauser, KHUM Eureka.

NATIONAL SHOES

Sues Schaefer Brewing, BBDO

NATIONAL Shoes Inc., N. Y., has filed claim for damages of $1 million in the Bronx County Supreme Court against F & M Schaefer Brewing Co., Brooklyn, and its agency, BBDO, over the use of the "Ring the Bell" theme.

National Shoes, a chain of some 80 retail stores in the U. S., stated in its Sept. 9 complaint that it has used the words "Ring the Bell" since 1944 in all its correspondence, newspaper, television, radio advertising and other forms of publicity. The company said that for this advertising and publicity it spent more than $3 million.

In August 1952, the complaint said, F & M Schaefer Brewing Co. began to advertise, on radio, television and in newspapers, a slogan, "Schaefer Rings the Bell." It said BBDO, as agency for Schaefer, "conceived and adopted for use the words 'Rings the Bell'" for the brewing company. The complaint further stated that "the defendants have adopted and use the slogan with full knowledge of plaintiff's prior use thereof and of the secondary meaning attached thereto in the minds of the public."

The complaint declared that the "trade name and slogan has been impaired and the plaintiff has been damaged in the sum of $1 million." Spokesmen for BBDO and Schaefer declined to comment on the action.

...and for AM, FM and TV it's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

OPERATION — Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the *first* radio stations in North America.

CONSULTING SERVICE — Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

EQUIPMENT — Everything from microphone to antenna, designed, installed, adjusted and guaranteed ... that's the *experienced* Marconi service.

Marconi

the greatest name in radio and television

CANADIAN MARCONI COMPANY

Established 1902

Vancouver • Winnipeg • Toronto
Montreal • Halifax • St. John's

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

TV DEMONSTRATION

Set by WISC-DuMont Labs.

SPECIAL six-day demonstration of the newest television transmitting and receiving equipment was held at the Madison (Wis.) Home Show which opened Sept. 14.

The televison transmitter division of Allen B. DuMont Labs, Clifton, N. J., has sent more than $25,000 in equipment for use by DuMont and WISC Madison engineers. WISC is cooperating with DuMont in arranging for entertainment, including a closed circuit telecast for reception on DuMont receivers set up at the show site.

AFA District Elections

DELEGATES to the annual convention of the seventh (Deep South) district of the Advertising Federation of America in Birmingham Sept. 12-13 elected Ashley Chambers, general manager of Dixie Distributors Inc., Birmingham, as governor. Other officers chosen: Forbes McKay, president of the *Farm and Ranch*—Southern Agriculturist Pub. Co., Nashville, first lieutenant governor; Winston Haas, Winston Haas Agency, Mobile, Ala., second lieutenant governor; Arthur E. Burdge, Coca-Cola Co., Atlanta, third lieutenant governor; Lionel Baxter, Birmingham, secretary, and H. M. Baker, Baton Rouge, treasurer.

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Operation available by combining units in rich Magnecorder cabinets.
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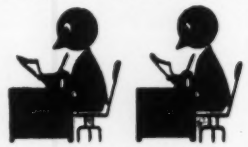
Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



SEPT. 12 THROUGH SEPT. 18

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

September 12 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KSWB Yuma, Ariz.—Mod. CP as mod., which authorized new AM, for extension of completion date. AMENDED to change completion date.

KPFA (FM) Berkeley, Calif.—Mod. CP as mod., which authorized new FM, for extension of completion date.

AM—1010 kc

KPOO San Francisco—Mod. CP as mod., which authorized new AM, to change from 1 to 10 kw-D; install DA; change trans. and studio location. AMENDED to change from 10 to 2.5 kw; change from DA to non-DA; change trans. and studio location from Richmond, Calif., to San Francisco.

Increase Antenna Height

WRKD Rockland, Me. — Mod. CP, which authorized new AM, to increase ant. height.

AM—1450 kc

KPLT Paris, Tex.—CP to change from 1490 to 1450 kc.

AM—550 kc

WLIN Merrill, Wis.—CP to change from 1 to 5 kw; change from DA-N to DA-DN; change trans. and studio location from Merrill to Wausau, Wis. AMENDED to change trans. location and ant. system.

Renewal of License

Following stations request renewal of license:

WLS Chicago; WMIX Mt. Vernon, Ill.; WLAW Lawrence, Mass.; WOR New York; WRNY Rochester, N. Y.; WRRZ Clinton, N. C.; WNAO Raleigh, N. C.; WAYN Rockingham, N. C.; WKRC Cincinnati, Ohio; WNAD Norman, Okla.; WSM Nashville, Tenn.; WTPR Paris, Tenn.

License for CP

WTVB-FM Coldwater, Mich.—License for CP as mod., which authorized new FM.

Change Transmitter Type

WFSS Coram, L. I.—Mod. CP to change trans. to RCA, Type BTF-3B, 3 kw; ant. to Collins, 37M-6-Ring; move studio to Colonial Dr., Patchogue, N. Y.; overall height above ground from 317 ft. to 320 ft.; ant. height above average terrain from 530 ft. to 524 ft.

TENDERED FOR FILING

Extension of SSA

KOB Albuquerque — Extension of SSA to operate on 770 kc, 25 kw-N, 50 kw-D unl., using trans. authorized under CP for period beginning 3 a.m. EST, Oct. 1.

Change ERP

WOW-TV Omaha, Neb.—Mod. CP to change ERP from 16.2 kw vis., 8.5 kw aur. to 100 kw vis., 50 kw aur. Ant. height above average terrain 580 ft.

APPLICATION RETURNED

WVLN Olney, Ill.—RETURNED application for renewal of broadcast license.

September 16 Decisions . . .

BY BROADCAST BUREAU

Granted License

WQAM-FM Miami, Fla.—Granted license covering changes in existing FM station: Ch. 235, 8.2 kw; ant., 360 ft.

Extended Completion Date

KMYC-FM Marysville, Calif.—Granted mod. CP for extension of completion date to 11-7-52.

KPFA (FM) Berkeley, Calif.—Granted mod. CP for extension of completion date to 2-21-53.

KWSK Pratt, Kan.—Granted mod. CP for extension of completion date to 10-8-52.

WTCN-TV Minneapolis, Minn. — Granted mod. CP for extension of completion date to 12-1-52.

Following granted mod. CPs for extension of completion dates as shown:

KANU Lawrence, Kan., to 10-10-52; **WBEN-FM Buffalo, N. Y.**, to 12-31-52, and **WRSW Warsaw, Ind.**, to 3-31-53, conditions.

Locations Approved

KBWL Blackwell, Okla. — Granted mod. CP for approval of ant. and transmitter location, and specify main studio location.

KCRB Chanute, Kan.—Granted mod. CP for approval of ant., transmitter and main studio location.

WJAZ Albany, Ga.—Granted mod. CP for approval of ant., transmitter and main studio locations.

Granted License

KGDE Fergus Falls, Minn.—Granted license covering change of facilities, installation of DA-N, conditions: 1250 kc, 1 kw-LS, 500 w-N, DA-N, unl.

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KOIN Inc., Portland, Ore.—Granted petition for dismissal without prejudice application for new television station.

WATM Atmore, Ala.—Granted petition for dismissal without prejudice application.

KAKE Wichita, Kan.—Granted request for dismissal of petition of Aug. 14 for additional time to file reply to motions; petition for extension of time filed by Chief of FCC Broadcast Bureau granted by Commission on Aug. 29; petition of KAKE dismissed as moot.

The Israel Putnam Co., Putnam, Conn.—Granted petition to amend application to specify 1350 kc in lieu of 1340 kc; change power from 250 w to 500 w; change hours of operation from unl. to day only, and make changes in ant. system and trans., and application, as amended, removed from hearing docket.

News Sentinel Bcstg. Co., Fort Wayne, Ind.—Granted petition to amend application to effect correction of geographical coordinates and changes in engineering data resulting therefrom.

Stark Bcstg. Corp., Canton, Ohio—Granted petition for continuance of hearing in proceeding re application for new television station and that of Brush-Moore Newspapers, Inc., Canton, Ohio, from Oct. 1 to Dec. 8, 1952.

By Hearing Examiner James D. Cunningham

KMYR Bcstg. Co., Denver, Col.—Granted motion for leave to amend application for new television station which involves revisions in Articles of Incorporation; changes in capitalization; provides for issuance of debentures; changes in number of shares owned by the stockholders; sets forth required information concerning subscription and issuance of debentures and stock to subscribers and stockholders, etc; amended application continued in hearing status.

September 16 Applications . . .

ACCEPTED FOR FILING

Requests TV Ant. on AM Ant.

KFUO Clayton, Mo.—CP to mount TV ant. on new AM ant., contingent on grant of application for television station.

Seeks Site Approval

KCTG Cottage Grove, Ore.—Mod. CP (which authorized new AM station) for approval of ant. and transmitter location; specify studio location.

Request License Renewals

Following stations request renewal of license:

WVOK Birmingham, Ala.; WWPF Palatka, Fla.; WKTG Thomasville, Ga.; WIBL Hammond, La., WILS Lansing, Mich.; WMUS Muskegon, Mich.; WTEL Philadelphia, Pa.; WOAY Oak Hill, W. Va.; WFOX Milwaukee, Wis.; WDNC-FM Durham, N. C.; WPIC-FM Sharon, Pa.; WLEE-FM Richmond, Va., and KIRO-FM Seattle, Wash.

TENDERED FOR FILING

Requests TV Ant. on AM Ant.

WICA Ashtabula, Ohio—CP to mount TV ant. on northernmost tower of directional array.

APPLICATION RETURNED

WERD Atlanta, Ga.—Returned appli-

A. I. Samuelson

FUNERAL SERVICES were held last Thursday for A. I. Samuelson, 63, chief electrician, WBBM Chicago, who died last Monday at Henrotin Hospital, Chicago, after a three-month illness. Mr. Samuelson had been with WBBM since 1931. Prior to his work with the CBS Chicago affiliate, he had been a chauffeur with the Atlass family, founders of WBBM. H. Leslie Atlass today is vice president and general manager of the station.

WBAL Baltimore has converted four of its turntables to incorporate the latest equipment for playing 45 rpm records, which are recommended by record companies for high fidelity sound production.

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Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
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COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
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ATwater 4282
Washington, D. C.—REpublic 6160

cation for renewal of license.

September 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KEXX San Antonio, Tex.—Mod. CP, which authorized new AM, for approval of ant., trans., and studio location and change type of trans.

Renewal of License

Following stations request renewal of license:

WJIM Lansing, Mich.; WSGW Saginaw, Mich.; WQDI-FM Quincy, Ill.; WIKY-FM Evansville, Ind.; WSOC-FM Charlotte, N. C.; WSJS-FM Winston-

(Continued on page 99)

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Wanted . . . topflight announcing staff; engineering staff except chief; one good local salesman and topflight newsman. Announcers send tape or disc and full information. New Southern station. Box 465R, BROADCASTING • TELECASTING.

Managerial

Sales manager. Must have aggressive sales record. Man who can produce immediate billing, sold on sound basis and direct other salesmen. High income, job security, opportunity to advance. We own two AM stations, have filed TV application, plan another AM application. 15% commission against draw (amount open) plus override or bonus arrangement. Send complete letter giving educational and employment record, family status, present income. Strictly confidential. Write Harley West, WGRO, Bay City, Michigan.

Manager: Assistant manager for new station in Albion, Michigan. Should know sales and small market operation. Good opportunity. Also hiring salesmen and combo men with licenses. M. Wirth, WOAP, Owosso, Michigan.

Salesmen

Local salesman. Southwestern network affiliate wants top man. Now interviewing. Generous salary, car allowance, commission. Photo necessary. Box 486R, BROADCASTING • TELECASTING.

Wanted—Experienced local sales manager for 250 watt radio station in Southeastern New Mexico. Must be male with car. Salary according to ability. Will work with continuity chief. Immediate opening. Write to Dave Button, KSVP, Artesia, New Mexico.

Salesman with good sales record. We own two AM stations, plan to file for third AM. TV application now on file. Please send complete letter, including educational and employment record, family status, present income. 15% commission against draw (amount open). Good income, job security, opportunity to advance. Strictly confidential. Write Harley West, WGRO, Bay City, Michigan.

Midwest CBS affiliate with large regional market wants experienced time salesman. Must have car. Salary according to ability. Write WJEF, Pantlind Hotel, Grand Rapids, Mich.

Florida Gulf Coast station needs hard-hitting, pavement-pounding salesman, who knows his worth and believes his income is limited only by his own initiative and ingenuity. Send photo, references, full details and salary and/or commission expected. WPCF, Panama City, Fla.

Good opening for experienced salesman. Send photo, references, experience and salary expected to Wm. B. Caskey, WPEN, Philadelphia.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Good personality, ability to ad-lib commercials on DJ show. Morning shift. Good pay. Pa. daytimer. Box 277R, BROADCASTING • TELECASTING.

Three combination men, daytime, new station, Morrilton, Arkansas, opening November. Box 390R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Wanted—Network calibre announcer, must be really good announcer with first class radiotelephone license. Starting salary $100.00 per 35 hour week. Position permanent even should FCC relax first class license requirement. Pennsylvania station. Write Box 358R, BROADCASTING • TELECASTING.

Experienced announcer wanted by Minnesota station. Must be able to type and own car. Good salary. Good opportunity for right man to earn extra money selling. Box 380R, BROADCASTING • TELECASTING.

Wanted immediately—announcer-engineer with first class to work in 250 watt network station in Southeastern New Mexico. Good salary depends on experience and ability. Box 385R, BROADCASTING • TELECASTING.

Announcer with first phone, emphasis on announcing. 5 day, 35 hour week. 40 miles from New York City. Kilowatt. Send all. Box 417R, BROADCASTING • TELECASTING.

Experienced hillbilly disc jockey who can handle early morning show . . . SE. Send tape. Box 453R, BROADCASTING • TELECASTING.

Morning personality by Midwest 5 kw station. Capable of handling Western shows and building strong morning audience. Unlimited opportunity in one of Midwest's most progressive stations. Send audition, photo, full details and salary requirements to Box 463R, BROADCASTING • TELECASTING.

Announcer-engineer. Northeastern Minnesota independent. Full story, tape, photo. Pay dependent on ability. Box 467R, BROADCASTING • TELECASTING.

Announcer. Straight staff. Experience preferred. Midwest 250 watt ABC market 30,000. 40 hour week. Submit resume, experience, qualifications, references, expected salary. No audition tapes or discs. Box 469R, BROADCASTING • TELECASTING.

Network station has immediate opening for staff announcer who can do good news job. Send all information, salary requirements and audition first letter. Box 485R, BROADCASTING • TELECASTING.

Personality DJ, chuckle-provoking ad-lib, zany, trick "cue-ins," two-way conversation, character voices, impersonations, cartoon, radio, movie stars. Single. Ohio. Box 496R BROADCASTING • TELECASTING.

$520 more a year than you now earn if you are a top announcer with first class engineers ticket. Southeastern station in market of over 300,000, with TV application. Send complete data with present earnings, tape or disc. Box 500R, BROADCASTING • TELECASTING.

Wanted: Staff announcer with warm, friendly personality and good voice for Virginia station with TV application. Tell all first letter including salary requirements. Send tape or disc. Box 501R, BROADCASTING • TELECASTING.

Operator - announcer with first class phone. Announcing experience preferred. Mutual - ABC affiliate. Ideal working conditions. $65.00 to start. Box 505R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted: Announcer-engineer. Florida West Coast station. Send resume, audition. Replies confidential. Box 506R, BROADCASTING • TELECASTING.

Combination announcer-engineer, first class ticket. Emphasis on announcing. Will take inexperienced man who shows promise. Kilowatt daytime station serving Southern Illinois. Adequate housing, good living conditions, available recreational facilities. $65.00 per week to start. Contact General Manager, WFRX, West Frankfort, Ill.

Announcer-engineer. First phone. Must have solid announcing ability. Growing organization with two AM stations. TV application filed, third AM application ready for filing. Good pay, job security, advancement possibilities. Send complete letter with educational and employment record, family status, present income. Strictly confidential. Write Harley West, WGRO, Bay City, Michigan.

Can offer experienced young DJ with sales background fine opportunity with Michigan ABC affiliate. Salary $70.00 weekly (plus sales commission) to start. WIBM, Jackson, Michigan.

Versatile staff announcer, experienced in disc shows, news and sports. Contact William Winn, Program Director, WJOC, Jamestown, New York.

Wanted—Staff announcer for 250 watt independent. Send audition and letter to WJPD, Ishpeming, Michigan.

Hillbilly and folk music announcer needed immediately. Start right figure for right man. Must have successful experience in at least medium market. State salary, experience, references first air mail letter. Also, must handle straight announcing assignments. WORZ, Orlando, Florida.

Announcer-engineer. Good announcing, willing worker, know music, Southerner only. Can make chief. Ideal working conditions, excellent salary, permanent. Send photo, audition, details to: Win Beaver, WRAG, Carrollton, Alabama.

Wanted—Announcer with first class phone ticket. Salary commensurate with ability. Opportunity to attend Mississippi State College on off hours. Joe Phillips, Manager, Radio Station WSSO, Starkville, Mississippi.

Combination man, sober, no floater. Emphasis on announcing. WULA, Eufaula, Alabama.

Morning man—Genial, easy, selling delivery. Balanced choice of music. Must be able to handle general announcing. Send full information and tape or disc. Lou Cate, WWPA, Williamsport, Pa.

$100.00 per week for topflight announcer-engineer in beautiful college city, Appleton, Wisconsin. Send tape or disc immediately. Gerald A. Bartell, Empire Building, Milwaukee, Wisconsin.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

CBS station in highly competitive Southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 410R, BROADCASTING • TELECASTING.

Virginia kw needs engineer. State minimum salary expected. Box 436R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Chief who can announce wanted immediately. $325. per month. Genial staff, small CBS station. Box 440R, BROADCASTING • TELECASTING.

Wanted—Chief engineer . . . 5000 watt Midwest directional. AM operation with TV application. Send full particulars including experience and minimum salary accepted to Box 462R, BROADCASTING • TELECASTING.

Transmitter engineer, announcing optional. Ohio. Box 495R, BROADCASTING • TELECASTING.

Need engineer immediately with first class ticket. Box 497R, BROADCASTING • TELECASTING.

Wanted: Engineer, announcer-engineer at 250 watt East Central network affiliate. Announcing experience desirable, not essential. Box 504R, BROADCASTING • TELECASTING.

5000 watt fulltime NBC station in city of 15,000 needs capable engineer to handle regular transmitter shift. Absolutely no application from drunkards or floaters. Should have transportation facilities. Prefer applicants who have worked in or lived in Kansas or adjacent state area. Call, wire or write short letter stating salary requirements, marital status and extent of experience plus references. Address application to Grover Cobb or Chester Wallack, KVGB, Great Bend, Kansas.

New York regional station, directional antenna, has opening for a good engineer. Car necessary. Write WINR, Binghamton, N. Y. for interview. TV planned.

First class engineer. $65.00 week, WKUL, Cullman, Alabama.

Combination engineer-announcer, 1000 watt daytime, $70.00 week, 44 hours, WMOC, Covington, Ga.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Licensed engineer for 1000 watt ABC affiliate. Experience helpful but not necessary. Excellent opportunity for advancement. Ideal living and working conditions in medium sized Michigan town. No announcing. Write or call WTTH, Port Huron, Michigan.

Transmitter engineer, first phone, $60.00 start, 40 hours, no announcing, automatic increases. WTVH, 235 S. Jefferson Ave., Peoria, Illinois.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Midwest NBC affiliate has opening for woman continuity writer. Excellent working conditions with TV possibilities. Box 309R, BROADCASTING • TELECASTING.

Copywriter for busy independent Western New England station to handle all copy writing. Also, write and broadcast daily women's show, of interest to housewives. Give complete details first letter. Excellent opportunity with progressive station. Box 375R, BROADCASTING • TELECASTING.

Midwest regional indie wants top notch PD who knows how to build and hold an area audience. Experienced, qualified man who can manage programming and air personnel can expect security, fair salary, pleasant community and excellent working conditions. Box 396R, BROADCASTING • TELECASTING.

Continuity writer, experienced for Michigan NBC affiliate. Box 466R, BROADCASTING • TELECASTING.

Midwest NBC affiliate has opening for woman to handle commercial traffic and national business. Excellent working conditions. Box 310R, BROADCASTING • TELECASTING.

Copywriter, experienced. Must produce terse, convincing, retail sales copy. KIND, Independence, Kansas.

XUM

Help Wanted (Cont'd)

Newsman, good opportunity for journalism graduate looking for working experience on topnotch Ohio network news station. Fulltime news job. Gather, write and broadcast news. Good voice essential. Previous experience helpful. No tapes or disc until requested. Full information first letter. Box 470R, BROADCASTING • TELECASTING.

Continuity writer. 10,000 watt, clear channel, Midwestern network station needs a reliable continuity writer. This is a good position in a fine city with excellent working conditions, etc. All applications treated with confidence. Send full details including samples of continuity, background and snapshot, if available. All material will be returned to you. Opportunity for air work if qualified. Write at once to Personnel, Radio Station KSOO, Sioux Falls, South Dakota.

Immediate opening for a male or female continuity chief. Experience preferred. Complete charge of all continuity. Send letter, full details, copy samples. Healthful climate, progressive town. Salary according to ability. Write to Dave Button, KSVP, Artesia, New Mexico.

Wanted—Young man or woman who can write commercial script and announce. No great experience required. FCC ticket desired but not required. In the heart of the fishing and hunting country. Please do not send returnable material. Wm. T. Kemp, KVWO Box 926, Cheyenne, Wyoming.

Experienced copywriter. Michigan 1 kw net affiliate. Please send photo and references with sample commercial copy. WBCK, Battle Creek, Michigan.

Midwest CBS affiliate, large regional market, wants topnotch PD with ability to build and hold area audience. Experience qualified man able to manage programming and announcing staff. Good salary and excellent working conditions. Write WJEF, Pantlind Hotel, Grand Rapids, Mich.

Engineer-announcer for WMIT's 325,000 watt ERP transmitter and studio on Clingman's Peak, Mt. Mitchell, N. C. Living quarters and meals furnished employees, providing higher than average compensation. Write full details to: WMIT, Charlotte, N.C.

Continuity gal who handles traffic and does intelligent job of writing commercials that sell. Swell spot in college city, good working conditions, fine station, professional staff. Rush complete information to P.O. Box 120, Lexington, Kentucky.

Situations Wanted

Managerial

Ten year man—N. Y. state, 34, family, references. Experienced following phases supervisory—announcing, network sports, news, special events promotion. Desires manager-chief announcer position. Box 446R, BROADCASTING • TELECASTING.

Station manager . . . shirt sleeve manager presently employed as such. Net and independent experience all phases—traffic, continuity, sportscasting, news, programming and sales. Civic-minded. Box 459R, BROADCASTING • TELECASTING.

Manager available. My 1951 record was: sales: $84,545.60 and net: $18,981.62. January to September 1952, sales: $62,888.42, and net: $23,521.00. Sell, announce, play-by-play, civic-minded, worker, love radio. Box 475R, BROADCASTING • TELECASTING.

Manager: Extensive management, sales, programming background with proven formula for increasing revenue in highly competitive markets. Box 478R, BROADCASTING • TELECASTING.

Manager, assistant manager, program manager. AM-TV. 20 years experience major networks, all phases. Aggressive, idea man, happily married, two swell kids. Box 482R, BROADCASTING • TELECASTING.

Sales manager-producer of sales. Experienced broadcasting man, last three years television, wants to represent you in major Southeastern market handling feature films, syndicated shows or other services sold to TV stations or broadcasting stations. Eloquent record and adequate reason for being available. Formerly sales manager of one of country's top television stations. Box 510R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman, college graduate. Aggressive, imaginative, with knowhow. Excellent sales record. Box 484R, BROADCASTING • TELECASTING.

Announcers

Announcer-salesman for radio or television station. College graduate, 28, eleven years experience. Excellent record. Excellent references. Now announcing for Southern 10 kw CBS affiliate. Contact Box 409R, BROADCASTING • TELECASTING.

Announcer, play-by-play, news, staff, excellent references, preferably South. Box 371R, BROADCASTING • TELECASTING.

Disc jockey, five years experience in major Midwestern market 50 kw AM-TV. Looking for progressive organization presenting opportunity to establish name in area. Show consists of humor cue-in gimmicks and top ten tunes. Box 377R, BROADCASTING • TELECASTING.

Newscaster: newsman — authoritative mature voice—delivery. Desires mature advancement. Newsroom only. 15 years experience. $100.00 minimum. Box 412R, BROADCASTING • TELECASTING.

Announcer-first phone. 2 years training and experience. 25, draft exempt veteran, married. Box 441R, BROADCASTING • TELECASTING.

Announcer—six years. Staff, audience shows. Prefer West. Now employed. Minimum $70. Box 444R, BROADCASTING • TELECASTING.

Good experienced staff announcer, commercials, DJ, news, personality, conscientious, reliable. Box 447R, BROADCASTING • TELECASTING.

If experience counts, I'm your man! 19 years radio—1 year TV. News, MC, DJ, commercials that sell. Best references. Letter, photo and tape on request. Box 455R, BROADCASTING • TELECASTING.

SRT graduate. Experienced in all phases of announcing. Wide and varied knowledge of music/sports. Box 456R, BROADCASTING • TELECASTING.

All-round announcer. CBO. Young, matured voice; light experience. Free to travel. Box 457R, BROADCASTING • TELECASTING.

Stop your S.O.S.—I'm here! College grad, speech major. Good broadcasting voice. Fluent Spanish. No chance of your losing me to Army—vet. Dependable, not lazy. Seeking start. Box 458R, BROADCASTING • TELECASTING.

Announcer-DJ. Three years all phases. Available immediately. Good references. Box 460R, BROADCASTING • TELECASTING.

Folk singer, experienced DJ musician. Have own style. Want locate Southwest. Box 461R, BROADCASTING • TELECASTING.

Announcer, 2 years Western N. Y. Capable all phases of broadcasting, including board work. Desires Florida position. Box 339R, BROADCASTING • TELECASTING.

Strong play-by-play man, 4 years. Married, veteran, experience all phases. Presently manager. Will travel. Box 468R, BROADCASTING • TELECASTING.

Young announcer with news and DJ experience, veteran and single. Box 472R, BROADCASTING • TELECASTING.

Announcer, DJ, looking for permanency in East, Midwest or South. Good idea man! Box 476R, BROADCASTING • TELECASTING.

Announcer-newscaster. One year AFRS, 3 with commercial. Full network background. Network. My specialty—MC of quiz shows, local dance bands. Prefer Michigan, North Carolina. Box 483R, BROADCASTING • TELECASTING.

Tired of New York City. Sports announcer seeking permanent position at progressive station. Top play-by-play. Outstanding references. Box 487R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Air - stounding announcer - boardman! Experienced news, DJ, sports, minimum $50. Available immediately. Box 488R, BROADCASTING • TELECASTING.

Announcer, young, single, veteran. Music, news and sports. Control board operator. Box 489R, BROADCASTING • TELECASTING.

Johnny interested in getting start as announcer. Strong on news-commercials. 15 months training all phases radio at reliable school. Tape on request. Box 491R, BROADCASTING • TELECASTING.

Position wanted. Announcer, disc jockey, age 27, single, veteran. Light experience. Will travel. Disc or tape available. Box 493R, BROADCASTING • TELECASTING.

Announcer, two years experience, all phases. Married, wants settle down. Travel East or South. Box 502R, BROADCASTING • TELECASTING.

Announcer, two years solid commercial, newsman. Married, will travel to good paying, permanent job. Box 503R, BROADCASTING • TELECASTING.

Attention! Copywriter-announcer with ability, desires experience. Personality plus, strong commercial delivery. Ad-lib or straight. Experience my goal. Box 507R, BROADCASTING • TELECASTING.

Hillbilly personality DJ. Must play personals. News, commercials, board. Progressive station only. Prefer Ohio, Penna. All considered. Background, tape request. Box 514R, BROADCASTING • TELECASTING.

Announcer: Radio-TV experience over some N. Y. stations. Strong on commercials, straight announcing. Radio acting. Veteran. Free to travel. Disc upon request. James Adonis, 62 Halsted Street, East Orange, N. J.

Combo, announcer, first phone, single, 24, two years independent, network experience, desires permanent Midwest location. Joseph Blume, Plateau 4698, St. Louis, Mo.

Announcer—Launch this lad's career. Young, draft exempt, veteran. Experience light, potential heavy. Write or call Ken Fried, 73 Hegeman Avenue, Brooklyn 12, N. Y. DI. 6-1003.

First phone, ham. Desire broadcast work at studio and transmitter. Prefer East. Vincent Giangregorio, 108-31 48th Ave., Corona, L. I., N. Y.

Hard hitting air salesman for Northeast metropolitan market. 8 years experience. Aggressive top morning man with proven sales record. Morning record show wanted across board. Preferably independent operation. Present income $125.00-$175.00 per week base plus talent. My home address: Fred H. Haggerty, 107 S. New Jersey Ave., Atlantic City, N. J. Phone Atlantic City 4-7112.

Recent graduate of Northwest Broadcasting School with first phone, wants position as announcer or combo. Forest Lovett, 5816 N. E. Fremont, Portland, Oregon.

Available immediately. Experienced DJ, commercial, news. Announcer! 25, single, veteran, car. No floater, ambitious, responsible. Lou Shabott, 1935 64th St., Brooklyn, N. Y.

Technical

Engineer, first phone. 5 years experience. Veteran. Permanent. Minimum $65. Box 337R, BROADCASTING • TELECASTING.

Engineer, experienced chief, maintenance. Excellent record. Box 429R, BROADCASTING • TELECASTING.

Engineer—5½ years broadcasting experience. First phone. Desire good paying job as transmitter operator. Box 431R, BROADCASTING • TELECASTING.

Woman, 29, second phone, working on first. Available immediately. Graduate of technical school. Desires broadcasting work. Also have office experience. Box 443R, BROADCASTING • TELECASTING.

Engineer, eight years, 28, car, college. Permanent. Notice. Box 445R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Chief engineer. Experienced all phases, including construction. Reliable, efficient, professional. Consider position television station. Available November. Professional, permanent position only. Box 480R, BROADCASTING • TELECASTING.

Radio-TV technical. Second class radiotelephone license. Some experience. Will travel. Box 490R, BROADCASTING • TELECASTING.

Engineer, first phone. One year experience. No announcing. Draft exempt. Box 492R, BROADCASTING • TELECASTING.

Engineer-announcer. Experienced, university degree, 7 year background AM, some TV. Veteran, single. East Central only. Present salary $90. Box 494R, BROADCASTING • TELECASTING.

Engineer. Experienced, single, 26. Veteran. Car. 100 mile radius NYC. Interview desired. Box 508R, BROADCASTING • TELECASTING.

Ambitious RCA Institutes graduate, first phone, TV training, two years varied AM experience. Draft exempt. Theodore Bonn, 108 Grand Ave., Ridgefield Park, N. J.

Engineer, first phone. Technical school graduate. TV studio and transmitter training. Veteran. No station experience. John Santino, 102-13 51st Ave., Corona, L. I., New York.

Production-Programming, Others

Program director-sports director 3½ years, net. indie, 28, university, $100, family. Steady, ready! Box 403R, BROADCASTING • TELECASTING.

Programming position, preferably PD. 5 years experience. Degree. Veteran. Single. Box 451R, BROADCASTING • TELECASTING.

Program director unhappy, desire change. Twelve years broadcasting experience. Capabilities; program, traffic, station director. Advance musician, hillbilly-pop DJ. Reference. Box 464R, BROADCASTING • TELECASTING.

Copywriter-announcer. 29. Eight years experience, four stations; Two 5 kw Mutuals; two independents including metropolitan. Solid network preferred. Box 395R, BROADCASTING • TELECASTING.

Program director. 30. Eight years experience, all phases. PD three stations, including regional network and metropolitan independent. Box 477R, BROADCASTING • TELECASTING.

Available: Experienced gal copywriter with sponsors for references. Air experience as personality deejay. Traffic experience. Michigan, Wisconsin, Illinois preferred. $75.00. Box 481R, BROADCASTING • TELECASTING.

Radio-TV production, promotion, or similar work preferred. Young woman, experienced radio copywriting, account servicing. Box 498R, BROADCASTING • TELECASTING.

Copywriter, good, who also sells, announces, handles news and promotion. Box 499R, BROADCASTING • TELECASTING.

Experienced copywriter, good voice for women's shows, available in six weeks. Prefer West. Box 512R, BROADCASTING • TELECASTING.

Television

Salesman

Commercial manager, experienced in radio and newspaper sales management, seeks position in TV sales. Box 452R, BROADCASTING • TELECASTING.

Production-Programming, Others

Experienced, both production and engineering in major Eastern affiliates. Four coast-to-coast net shows to my credit. Interested in director, producer or technical operations. What have you? I'm listening. Box 479R, BROADCASTING • TELECASTING.

Motion picture booker, young man, 32, experienced in all phases film distribution, desires opportunity in television. Correspondent, typist and office detail man. Salary secondary. New York City only. Box 509R, BROADCASTING • TELECASTING.

(Continued on next page)

For Sale

Stations

Profitable fulltime local independent in Pacific Northwest single-station market. High potential. $25,000 down and good terms on balance. See this one—you'll like it. Box 254R, BROADCASTING • TELECASTING.

California—Profitable station in rich agricultural area. Priced to sell. Box 442R, BROADCASTING • TELECASTING.

Best chance you'll ever have to get a station of your own as low as $5,000 down. Unlimited 250 watt station in Western farm town, now under-financed. Excellent opportunity for good living for man and wife or one or two engineer-owners. Box 255R, BROADCASTING • TELECASTING.

Equipment, etc.

50,000 feet new #10 Copperweld ground radial wire. Immediate delivery. Box 381R, BROADCASTING • TELECASTING.

Two Presto SR950 deluxe tape recorders, slightly used, perfect condition. Will sacrifice. Box 471R, BROADCASTING • TELECASTING.

40-New, Cat. No. 14F439, .25 MFD, 20,000 volts, D. C. General Electric capacitors. Case dimensions: 4-11/16"x 8"x7" high. 11-11/16" overall height. Weight, 18 lbs. Price, $40.00 each F.O.B. shipping point. Box 515R, BROADCASTING • TELECASTING.

Minitape recorder, nearly new condition. $175.00. Radio Station WDAY, Fargo, North Dakota.

250 watt Western Electric transmitter now operating 1490 kilocycles. Excellent condition, wonderful tone, available November 10. Granted 1000 watts, $1800., WMOC, Covington, Ga.

Two Western Electric 9A heads newly factory reconditioned. First $75.00 takes. WRAC, Racine, Wisconsin.

Four section heavy duty RCA FM pylon WE limiting amplifier model 110-A; Johnson iso-coupler; Clough-Brengle Co., power level meter model UDA; Clough-Brengle Co., beat frequency oscillator model OD. WSAU, Wausau, Wisconsin.

250 watt, composite AM transmitter. Class C final, rack model exciter unit. Just taken out of service, ideal for standby or auxiliary transmitter. Phil Melone, Chief Engineer, WTBO, Cumberland, Maryland.

Used recording tape—7" reels. 6 for $4.00. 12 for $7.00. Prepaid. Brown, 1201 Brentwood, St. Louis 17, Missouri.

Gates 250 C-1 Xmtr. complete. Some new components. Best cash offer. Box 1060, Bradenton, Florida.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Wanted to Buy

Stations

To invest in progressive AM station; preferably Southern with option to purchase entire operation. Box 450R, BROADCASTING • TELECASTING.

Interested in purchase of indie station in metropolitan East Coast. Want to contact young, vigorous and experienced personnel interested in investing in operation. Background of local sales programming - news preferred. Box 513R, BROADCASTING • TELECASTING.

Equipment, etc.

Want used 250 watter in good condition for use as spare. Give complete details. Prefer Northeast area where inspection is possible. Box 374R, BROADCASTING • TELECASTING.

Wanted — Kilowatt AM transmitter, frequency monitor, Western Electric 25-B console. KEAR, San Mateo, Calif.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

First class phone license at our resident school. Also correspondence course: Serving the industry since 1937. Write now for catalogue. Don Martin Radio & TV School, 1653 North Cherokee, Hollywood 28, Calif.

Situations Wanted

Managerial

STATION MGR. AVAILABLE
1951 Record
Sales: $84,545.60 Net $18,981.62
January 1st to September 1st, 1952
Sales: $62,888.42 Net: $23,521.00
Sell, Announce, Play-by-Play, Civic-Minded, Worker.
Can't buy into station—Desire Change
BOX 474R
BROADCASTING • TELECASTING

Television

General manager with technical and engineering background. Highest calibre pioneer TV executive. Experience in:

UHF and VHF
Station Planning
Construction
Operation
Large and Small Stations
Consulting
FCC Applications

Management Minded — Dollar Conscious

Your letterhead will bring full information.
Box 473R,
BROADCASTING • TELECASTING

Situations Wanted

Production-Programming, Others

Northwestern-NBC Television Institute Graduate (1952) desires position as director and/or producer. Will accept additional duties such as cameraman, photographer, film director, etc. Broad education, experience in motion pictures and executive experience in Education. Can set up and supervise complete photographic department. Veteran, age 31. Box 454R, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

TV APPLICANTS
NEW
TV TRANSMITTER
AVAILABLE

Make offer for brand new RCA TTSA Channel 7-13 TV transmitter, tubes, filter-crystals, control console included. Transmitter crated, ready to ship from RCA, Camden.

Box 511R

BROADCASTING • TELECASTING

—WILL SELL—
IMMEDIATE DELIVERY
RCA TELEVISION 16MM PROJECTOR
TYPE TP — 16A

Also Jeep Type Camera and two (2) 1850-A Iconoscope Tubes.

L. SHERMAN ADAMS
200 Berkeley St.,
Boston 16, Mass.

CBC APPROVALS

Board Grants Shifts

CJEM Edmunston, N. B., was granted permission to change from 1380 kc with 1 kw to 570 kc and same power at Sept. 5 Canadian Broadcasting Corp. board of governors meeting in Montreal. CFRA Ottawa was granted permission for a 1 kw emergency transmitter, and CKSF Cornwall for a 100 w emergency transmitter. CFYT Dawson, operating with 100 w on 1400 kc will move to 1230 kc on same power.

Following stations were given permission for share transfers as control of the companies were not affected:

CHEX Peterborough, CKWS Kingston, CHOK Sarnia, CHRL Roberval, CFAB Windsor, N. S., CKEN Kentville, CKLD Thetford Mines, CKLN Nelson, CKX Brandon, CJON St. John's, CJBR Rimouski, CKLW Windsor, CHEF Granby, CJOR Vancouver, CKRD Red Deer, CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, and CHLN Three Rivers. Corporate name of CKLD Thetford Mines, was permitted to be changed to Radio Thetford Limitee.

Transfer of CKLS La Sarre control was deferred as was the request of CHNO Sudbury, for a supplementary 250 w transmitter on 1240 kc.

AAAA Examinations

SEVENTH annual examinations conducted by the American Assn. of Advertising Agencies will be held in 16 cities throughout the U.S. on Feb. 14 and Feb. 23, 1953. The examinations, designed to attract high-calibre young people into advertising, include tests of aptitude, temperament and practical knowledge of the field.

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D.C.

Eastern Independent
$50,000.00

The only independent in an excellent eastern market of more than 100,000 city population. This combined operation is profitable and growing.

Southern Network
$50,000.00

A fulltime bonus affiliate—the only station in a growing southern market. Good financing available.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FARM DIRECTOR

50,000-watt network station interested in interviewing well established midwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.

Docket Actions . . .

OPINIONS AND ORDERS

Nashville, Tenn. — FCC reconsidered and set aside its action in Sixth Report & Order [B•T, April 14] which granted joint counterproposal of WLAC Nashville and WSIX Nashville for assignment of vhf Ch. 5 to Nashville, and ordered that, effective 30 days after publication in Federal Register, Table of Assignments in Sec. 3.606 of rules be amended to delete Ch. 5 from assignments to Nashville; further, FCC denied petitions of WMCT Memphis requesting modification of Commission's show cause order (which requires that it move from vhf Ch. 4 to vhf Ch. 5) so as to permit that station to move to vhf Ch. 3. Comrs. Webster and Hennock dissented. (FCC proposed rule making to assign vhf Ch. 5 to Old Hickory, Tenn.) Memorandum opinion and order Sept. 18.

WGAL-TV and **Peoples Bcstg. Co., Lancaster, Pa.**—FCC (1) denied petition of Peoples Bcstg. Co. to reconsider and set aside show cause order why assignment of WGAL-TV should not be changed from vhf Ch. 4 to vhf Ch. 8, but (2) granted Peoples Bcstg. Co.'s further petition for comparative hearing of its application for new TV station at Lancaster on vhf Ch. 8, and (3) granted request of WGAL-TV for modification of license to operate on vhf Ch. 8 with ERP 7.2 kw visual, 3.6 kw aural, antenna height 270 ft., upon express condition that grant is subject to being withdrawn upon determination of proceeding involving its application and that of Peoples Bcstg. Co. for vhf Ch. 8. Comr. Sterling issued dissenting opinion. Memorandum opinion and order Sept. 18.

Wisconsin State Radio Council and **Radio Wisconsin Inc., Madison, Wis.**—FCC denied petitions requesting reconsideration of Sixth Report & Order [B•T, April 14] so as to assign vhf Chs. 8, 2, 7 and 13 to LaCrosse, Green Bay, Wausau and Eau Claire, respectively, for noncommercial educational TV in lieu of uhf channels now assigned La Crosse, Eau Claire, Marinette, Wausau and Chilton for that purpose; and to assign uhf Ch. 21 for commercial broadcasting and vhf Ch. 3 for noncommercial educational broadcasting at Madison. Comrs. Walker and Hennock dissented. Memorandum opinion and order Sept. 18.

Temporary Processing Procedure — FCC amended its temporary processing procedure for television broadcast applications so that, beginning Oct. 15, it will suspend processing of mutually exclusive applications. Commission will continue to process non-competitive applications in order of priorities set forth in its temporary processing procedure. Order Sept. 18.

DECISION

Reading, Pa.—Radio Reading. FCC denied application of John J. Keel and Lloyd W. Dennis Jr., tr/as Radio Reading, for new AM station on 1510 kc, 1 kw fulltime, DA-DN. Decision Sept. 16.

INITIAL DECISION EFFECTIVE

Big Rapids, Mich.—Frank Tefft Jr. FCC gave notice that, since no exceptions have been filed to initial decision re application of Frank D. Tefft Jr. for new AM station on 1400 kc, 100 w fulltime, and Commission has not ordered review thereof on its own motion, the initial decision denying application became effective Sept. 15. Notice Sept. 16.

INITIAL DECISION

Farrell, Pa. — Sanford A. Schafitz. Hearing Examiner Hugh B. Hutchison issued initial decision looking towards grant of 1470 kc, 500 w daytime; condition. Simultaneously, hearing examiner denied application of Greater New Castle Bcstg. Corp. for 1460 kc, 1 kw D. Initial decision Sept. 18.

Non-Docket Actions . . .

TRANSFER GRANTS

KWLK Longview, Wash. — Granted transfer of control from C. O. Chatterton, d/b as Twin City Bcstg. Co., to **Longview Publishing Co.** for $65,690. Principals in assignee include President **J. M. McClelland** (31%), Secretary-Treasurer **J. M. McClelland** (10%), **Ruth P. McClelland** (5%), and **R. A. Long Trust** (49%). Assignee held 32% interest in station before transfer. Granted Sept. 9.

FM GRANTS

Honolulu, Hawaii — Henry T. Lee. Granted 92.3 mc (Ch. 222), ERP 6 kw; antenna height 33 ft. Engineering condition. Estimated construction cost $210,400, first year operating cost $84,000, revenue $80,000. Sole owner is Henry T. Lee, president of Kaimuki Finance Ltd. (real estate and insurance) and president of '29ers Ltd., d/b as Kailua Tavern. Granted Sept. 18.

Jasper, Ala. — Bankhead Bcstg. Co. Granted 103.7 mc (Ch. 273), ERP 17.5 kw; antenna height 50 ft. Engineering conditions. Applicant is licensee of WWWB Jasper. Granted Sept. 18.

Berlin, N. H. — White Mountains Bcstg. Co. Granted 103.7 mc (Ch. 279), ERP 10 kw; antenna height 160 ft. Engineering condition. Applicant is licensee of WMOU Berlin, N. H. Granted Sept. 18.

TRANSFER GRANTS

KORC Mineral Wells, Tex.—Granted assignment of license from Raymond River to **J. Elroy McCaw** for $45,000. Mr. McCaw is 50% owner and president of KELA Centralia-Chehalis, Wash., ⅓ owner and secretary-treasurer of KYAK Yakima, Wash., ⅓ owner and secretary-treasurer of KALE Richland, Wash., 21% owner of KLZ Denver, 50% owner of KPOA Honolulu, Hawaii, 50% owner of KILA Hilo, Hawaii, 50% owner of KYA San Francisco, and sole owner of KRSC Seattle. Granted Sept. 18.

KLUF-AM-FM Galveston, Tex. — Granted transfer of control from Orrin Tucker to **George Roy Clough**, radio repair service and real estate investments, **Helen Clough** (wife of George Roy Clough), **LeRoy D. Clough**, engineer at KLUF-AM-FM, and **Braden E. Clough**, administrative-traffic manager at KLUF-AM-FM. Previous to April 25, 1951, George Roy Clough was majority stockholder and Helen D. Clough, LeRoy D. Clough and Braden E. Clough were minority stockholders in the station. Transfer involves cancellation of $90,000 note. Granted Sept. 18.

New Applications . . .

AM APPLICATIONS

Bentonville, Ark. — Northwest Arkansas Radio & Television Inc., 840 kc, 1 kw daytime; antenna 300 ft. Estimated construction cost $21,583, first year operating cost $36,000, revenue $45,000. Principals include President **Dwight Morris** (83.4%), owner of Dwight Morris Motion Picture Productions and president, general manager and 90% owner of University Bus Lines from 1945 to 1949; Vice President **G. Don Thompson** (16%), program manager for KOTV (TV) Tulsa, Okla., and vice president and 10% owner of Kirkpatrick Inc. (distributor of film and motion picture equipment and supplies), Tulsa, from 1946 to 1949; Secretary **Clayton N. Little** (0.4%) (other interests not indicated), and **W. H. Enfield** (0.4%) (other interests not indicated). Filed Sept. 12.

Warren, Ark.—Pines Bcstg. Co., 860 kc, 250 w daytime; antenna 250 ft. Estimated construction cost $18,900, first year operating cost $25,000, revenue $40,000. Principals include **Paul Fisher** (50%), teacher and steward for Arkansas Polytechnic College, Russellville, Ark., and **John G. Rye** (50%), Russelville attorney. RESUBMITTED; first filed July 29 [FCC ROUNDUP, B•T, Aug. 18]. Refiled Sept. 11.

Eldorado, Kan.—O. A. Tedrick, 1360 kc, 500 w daytime; antenna 200 ft. Estimated construction cost $15,725, first year operating cost $37,200, revenue $62,000. Sole owner of applicant is **O. A. Tedrick**, Poplar Bluff (Mo.) attorney, and secretary and owner of 190 shares of capital stock of KWOC Poplar Bluff, Mo. Filed Sept. 17.

Waverly, Ohio—Alice B. Hively, 1590 kc, 500 w daytime; antenna 185 ft. Estimated construction cost $20,000, first year operating cost $30,000, revenue $36,000. Sole owner of applicant is **Alice B. Hively**, 90% owner of Howard Hively Inc. (Lincoln-Mercury automobile dealer), Cincinnati, and 62.2% owner of Beasley-Grove Co. (Ford automobile dealer), Columbus, Ohio. Filed Sept. 18.

Newcastle, Wyo.—Newcastle Bcstg. Co., 1240 kc, 250 w fulltime; antenna 150 ft. Estimated construction cost $20,300, first year operating cost $34,500, revenue $37,200. Principals include President **Joe Aimonetto** (24½%), 50% owner of Craig Chevrolet Co., Newcastle, Wyo.; Vice President **Lola Aimonetto** (24½%), housewife, and Secretary-Treasurer **Floyd A. Sparks** (1%), general manager of Black Hills Light Opera Co., Rapid City, S. D. Filed Sept. 12.

TRANSFER REQUESTS

KFRE Fresno, Calif.—Transfer of control from California Inland Bcstg. Co. to **Paul R. Bartlett** through sale by Stockholder J. E. Rodman to Mr. Bartlett 60% interest for $360,000. Mr. Bartlett is 24% stockholder of KFRE and general manager. Filed Sept. 17.

KATY San Luis Obispo, Calif.—Assignment of license from John R. Rider and Morden R. Buck, d/b as San Luis Bcstg. Co., to KATY: Sweetheart of San Luis Obispo Inc., for $30,000. Principals in assignee include President **Maynard F. Marquardt** (30%), Western Manager and 3% owner of World Bcstg. System (transcription library), Los Angeles, 1st vice president and 7.5% owner of KWTC Barstow, Calif., and independent real estate buying and selling; Vice President **Glenn Porter** (20%), sound engineer for Paramount Pictures Corp., Hollywood, and independent real estate buying and selling; Secretary **Louise Litten Marquardt** (30%), independent real estate buying and selling, and Treasurer **Mildred Litten Porter** (20%), independent real estate buying and selling. Filed Sept. 18.

WDEC Americus, Ga.—Transfer of control from The Americus Bcstg. Co. to **W. G. Pearlman** (90%), **Charles C. Smith** (5%) and **J. Frank Myers** (5%) for $28,000. Mr. Pearlman is 98% owner of W. G. Pearlman Dept. Store. Mr. Smith is manager of WDEC and Mr. Myers is Americus attorney. Filed Sept. 8.

WLAQ Rome, Ga.—Transfer of control from News Publishing Co. to **Station WLAQ** through transfer of interest of B. H. Mooney (deceased) to **B. H. Mooney Jr., Jennie F. Mooney** and **James F. Mann.** No monetary consideration. Filed Sept. 3.

WROK-AM-FM Rockford, Ill.—Transfer of control from Rockford Bcstrs. Inc. to **E. Kenneth Todd, L. C. Miller, F. Ward Just** and **William M. Layman**, all of whom already have interest in WROK, by stock transfer. Filed Aug. 8.

WFML (FM) Washington, Ind.—Transfer of control from Paul R. Bausman (deceased) to **Mrs. Helen Bausman**, executrix of estate of Paul R. Bausman. No monetary consideration. Filed Aug. 14.

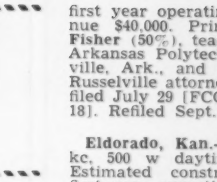
KPRS Olathe, Kan.—Assignment of CP from Johnson County Bcstg. Co. Inc. to **Twin City Advertising Agency Inc.** in order to complete transfer; assignment of license already granted, but assignment of CP which permits station to move from Olathe, Kan., to Kansas City, Mo., also has to be transferred. No monetary consideration. Filed Sept. 12.

WIBR Baton Rouge, La.—Assignment of license from Owen W. Ware and G.

(Continued on page 100)

FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH SEPT. 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	139	311	211
FM Stations	635	582	73	22	8
TV Stations	110	98	67	818*	170

* Filed since April 14.

CALL ASSIGNMENTS: WMOZ Mobile, Ala. (Gadsden Radio Co., previously assigned WGSN); **KRCH Hot Springs, Ark.** (Hot Springs Bcstg. Co., 1270 kc, 1 kw D); **KVOM Morrilton, Ark.** (Morrilton Bcstg. Co., 800 kc, 250 w D); **KXXL Monterey, Calif.** (S. A. Cisler, 630 kc, 500 w D); **WKKO Cocoa, Fla.** (Brevard Bcstg. Co.); **WBOY Tarpon Springs, Fla.** (WBOY Bcstg. Assoc., 1470 kc, 5 kw D); **WCGA Calhoun, Ga.** (Gordon County Bcstg. Co., 900 kc, 1 kw D); **WRHT Griffin, Ga.** (Griffin Bcstg. System, 1320 kc, 1 kw D); **KJRG Newton, Kan.** (George Basil Anderson, 950 kc, 500 w D); **WLEX Lexington, Ky.** (Fayette Bcstg. Co., 1300 kc, 1 kw fulltime; previously assigned WKLX); **WTCW Whitesburg, Ky.** (KY-VA Bcstg. Corp., 920 kc, 1 kw D); **KEUN Eunice, La.** (Tri-Parish Bcstg. Co., 1490 kc, 250 w fulltime; **WBRN Big Rapids, Mich.** (Paul A. Brandt, 1460 kc, 500 w D); **WFBE (FM) Flint, Mich.** (Flint Board of Education, noncommercial, educational FM); **WION Ionia, Mich.** (Ionia Bcstg. Co., 1430 kc, 500 w D); **KLEA Lovington, N. M.** (Properity Land Bcst. Co., 1050 kc, 250 w D); **WDLC Port Jervis, N. Y.** (Port Jervis Bcstg. Co., 1490 kc, 100 w fulltime); **WFOB-AM-FM Fostoria, Ohio** (Seneca Radio Corp., previously assigned WFOS [AM] and WFOB [FM]); **KCTG Cottage Grove, Ore.** (Coast Fork Bcstg. Co., 1400 kc, 250 w fulltime); **WGSW Greenwood, S. C.** (Radio Greenwood Inc.); **WAEW Crossville, Tenn.** (Arthur Wilkerson Lumber Co., 1340 kc, 100 w fulltime); **WLAF LaFollette, Tenn.** (LaFollette Bcstg. Co., 1450 kc, 100 w fulltime); **KEYY Provo, Utah** (Mid-Utah Bcstg. Co., previously assigned KNEU); **KUTV (FM) Salt Lake City, Utah** (Utah Bcstg. & Television Co.), and **WAPL Appleton, Wis.** (Bartell Bcstrs. Inc., 1570 kc, 500 w D).

(Also see Actions of the FCC, Page 94)

FCC Actions

(Continued from page 95)

Salem, N. C.; WIXL-FM Dallas, Tex.

TENDERED FOR FILING

Replace Expired CP

KECC Pittsburg, Calif.—CP to replace expired CP to change night power.

September 18 Applications . . .

ACCEPTED FOR FILING

AM—1430 kc

KALI Pasadena, Calif.—CP to increase power from 1 to 5 kw; install new trans., and make changes in DA.

License for CP

WKEI Kewanee, Ill.—License for CP, as mod., which authorized new AM.

Extension of SSA

KOB Albuquerque—Extension of SSA to operate on 770 kc 25 kw-N 50 kw-D unl. using trans. authorized under CP for period beginning 3 a.m. EST Oct. 1.

Renewal of License

Following stations request renewal of license:

WLBS Birmingham, Ala.; WMBM Miami Beach, Fla.; WRUF Gainesville, Fla.; WBBM Chicago; WNOP Newport, Ky.; WWL New Orleans, La.; WKBC North Wilkesboro, N. C.; KCRO Prineville, Ore.; WISR Butler, Pa.; WEAB Greer, N. C.; KMCO Conroe, Tex.; WARL Arlington, Va.; WNNT Warsaw, Va.

Change Studio Location

WSBA-TV York, Pa.—Mod. CP, which authorized new TV, to change studio location from 53 N. Duke St., York, to Spring Garden Township, York.

TENDERED FOR FILING

AM—850 kc

WILD Birmingham, Ala.—Mod. CP to increase power from 5 to 10 kw-D and change type of trans.

Change Transmitter Location

WKVM San Juan, Puerto Rico—Mod. CP to change trans. location from Arecibo, Puerto Rico to Suchville and make changes in DA.

FCC Roundup

(Continued from page 99)

T. Owen, d/b as Community Bcstg. Co., to same two principals, each to be 50% stockholder in **Community Bcstg. Co. Inc.** Change from a partnership to a corporation for purpose of better efficiency in management and administration and for income tax reasons. No actual change of management of control; no monetary consideration. Filed Sept. 12.

WKNK Muskegon, Mich.—Assignment of license from Nicholas William Kuris to **Nicholas William Kuris** and **Gladys Kuris**, d/b as NK Bcstg. Co., because funds for construction of station came from joint funds of Mr. and Mrs. Kuris, who have conducted financial affairs as husband and wife partnership without written agreement since they were married in 1914; this application seeks correction of legal status of licensee. No actual change of ownership or operation except change to include licensee's spouse; no monetary consideration. Filed Sept. 18.

KWRN Reno, Nev.—Assignment of license from Nevada Radio-Television Inc. to **Millett F. Keller** (90.9%) and **Franz J. Robischon** for $33,000. Mr. Robischon is manager of KWRN. Mr. Keller is an optometrist in Great Falls, Mont. Filed Sept. 8.

WHKK Akron, Ohio—Assignment of license from United Bcstg. Co. to **The WHKK Bcstg. Co.** for $62,755. Principals in assignee include President **Phillip R. Herbert** (50%), sales manager for the Upco Co. (paint mfrs.) and sales manager for WHKK from 1945 to 1948, and Secretary-Treasurer **Jackson B. Maurer** (50%), sales manager for WHKK and sales manager for WHK Cleveland from 1944 to 1952 (salesman there from 1935 to 1944). Filed Sept. 8.

WATG-AM-FM Ashland, Ohio — Assignment of license from The Ashland Printing & Bcstg. Co. to **Mahoning Valley Bcstg. Corp.** for $57,500. Principals in assignee include President **John Cherpack Jr.** (31.9%), Vice President **Gene Trace** (31.9%), Secretary-Treasurer **Anthony N. Ross** (31.9%) and Assistant Secretary **Theodore T. Macejko** (4.3%), and other minority stockholders. Assignee is licensee of WBBW Youngstown; each stockholder will hold same percentage of interest in both stations. Filed Sept. 11.

WBEX Chillicothe, Ohio—Acquisition of control of Shawnee Bcstg. Co., licensee, by **John E. Halliday** and **Marjorie B. Halliday** for $22,333 for 63.6% interest. Mr. Halliday is Gallipolis (Ohio) attorney and Mrs. Halliday is housewife. Filed Sept. 16.

WJEH Gallipolis, Ohio—Acquisition of control of Ohio Valley on the Air Inc., licensee, by **John E. Halliday** and **Marjorie B. Halliday** for $8,667 for 80% interest. Mr. Halliday is Gallipolis attorney and Mrs. Halliday is housewife. Filed Sept. 16.

WFAK Memphis, Tenn.—Transfer of control from Frank J. Keegan to **WFAK Inc.**; change from individual to corporation. No actual change of ownership or control; no monetary consideration. Filed Aug. 21.

KATL Houston, Tex.—Acquisition of control by **W. H. Talbot**, New Orleans (La.) attorney, through purchase of 45% interest from **E. A. Stephens** for $15,000. Mr. Talbot already has 45% interest. K. H. Robinson retains his present 10% interest. Filed Sept. 8.

KWFT Wichita Falls, Tex.—Transfer of control from E. H. Rowley (1,875 shares), John H. Rowley (3,750 shares) and Agnes D. Rowley (1,875 shares) (a total of 20,000 is held by these three which is equal to 80% interest) to **Kenyon Brown** for $13,500. Mr. Brown, who now has 5,000 shares, will have 12,500 shares after transfer, or 50%. Filed Sept. 2.

Deletions . . .

TOTAL deletions of licensed stations since Jan. 1: AM 7, FM 8, TV 0. New deletions:

WFJS (FM) Freeport, Ill., license. Economic.

WLEX Lexington, Ky., license. Licensee of WLEX purchased WKLX Lexington [FCC ROUNDUP, B•T, Aug. 18] and under FCC rules is surrendering one station's license to avoid duopoly.

WJJW (FM) Wyandotte, Mich., license. ". . . Because our concerted efforts to get radio manufacturers to build FM receivers and supply them to the stores of our area have failed, we are forced to discontinue broadcasting on April 30, 1951."

KOMA-FM Oklahoma City, Okla., CP. ". . . Economically unsound to continue operation."

New FCC Speedup Action

(Continued from page 65)

Spartan Broadcasting Co., seeking uhf Channel 48, is being advised comparative hearing is required with bids of WIBM Inc. (WIBM) and Jackson Broadcasting and Television Corp. (WKHM).

Another applicant, Great Plains Television Properties Inc., seeking uhf Channel 38 at Duluth, is being asked to furnish additional financial data and charter authority to engage in TV.

FCC's notice amending its temporary processing procedure follows:

The Commission, by order, amended its temporary processing procedure for television broadcast applications so that, beginning Oct. 15, 1952, and until further notice, it will suspend the processing of mutually exclusive applications (i.e., those which compete for the same channel in the same community or require comparative hearing for other reasons). This is being done to enable the Commission to concentrate, for the time being, on the processing of many pending non-competitive applications.

The temporary processing procedure adopted by the Commission in the Sixth Report and Order was designed to make television service available to the greatest number of people in the shortest period of time. Under this procedure, applications are grouped within categories based on the present lack of television service in the communities for which they are filed. On July 1, 1952, the Commission commenced the processing of the "post freeze" applications for new television broadcast stations. Since that time, 65 mutually exclusive applications were designated for hearing and 168 additional applicants were advised that their applications could not be granted because they were mutually exclusive with other applications.

Because of the limited number of Commission hearing examiners and other staff members engaged in hearing work it would not be possible to try such cases until the present backlog is removed, and therefore no useful purpose would be served by designating additional applications for hearing at this time. For this reason the interests of parties who have filed or who will file mutually exclusive applications will not be adversely affected by the processing only of non-competitive applications at this time. It is anticipated that the hearings in the cases now designated for hearing and those additional mutually exclusive applications already processed by the Commission will not be concluded for a considerable period. Accordingly, in order to bring television service as quickly as possible to as many people as possible, the Commission feels that the public interest will be served by processing, for a limited time, non-competitive applications only.

The Commission will continue to process non-competitive applications in the order of priorities set forth in its temporary processing procedure. Where mutually exclusive applications are filed, the Commission will pass such applications and will issue public announcements weekly of the applications that were passed. If mutually exclusive applications are amended so as to remove the conflict, the Commission will consider such applications at that time. The Commission will re-examine its backlog of hearing cases from time to time. When it appears the Commission personnel engaged in hearing work will be available for the handling of additional cases, the Commission will resume the processing of mutually exclusive applications.

Hawaii FM Outlet

FIRST United States territory to have an FM station will be Hawaii. The FCC last Thursday granted Channel 222 (92.3 mc) with ERP of 6 kw to Henry T. Lee, Honolulu real estate and insurance agent. Besides being the first FM station in a territory, Mr. Lee's station will be one of the largest FM outlets built within the last several years. Construction cost is estimated at $210,400, with first year operating cost about $84,000 and revenue $80,000.

AP RADIO

Radio Study Unit Named

TWO-FOLD program to improve the Associated Press radio news report was recommended last week by a committee of AP member radio station representatives at an organizational meeting in New York.

The proposals include: (1) "Inauguration of a type of continuing study organization from the radio membership to coordinate the needs and desires of individual members as required due to changing times and changing news interests," and (2) "setting up of an exchange among all radio members of helpful news and programming information so as to make the fullest and most profitable use of the AP radio wire service."

The seven-man committee, authorized by the AP board of directors to make recommendations to improve the radio news report, consisted of Les Mawhinney, news director of KHJ Los Angeles, who was elected chairman; M. H. Bonebrake, president and general manager of KOCY Oklahoma City, vice chairman; Tom Eaton, news director, WTIC Hartford, secretary; and Joe N. Bryant, president and general manager of KCBD Lubbock, Tex.; Jack Shelley, news manager of WHO Des Moines; Jack Krueger, news editor of WTMJ Milwaukee, and Daniel W. Kops, executive vice president and general manager of WAVZ New Haven.

To implement the program, two subcommittees were set up—one on the "News Report" to be headed by Mr. Krueger, and the other on "News Programming," to be headed by Mr. Kops.

AP executives participating in the discussions included Frank Starzel, general manager; Oliver Gramling, assistant general manager; Alan J. Gould, executive editor; John H. Aspinwall, radio editor, and Paul Mickelson, general news editor.

JOSEPH RUSSAKOFF, president of Vanguard Adv., N. Y., has been named to the faculty, school of business administration, at Manhattan College, where he will teach advertising media.

SWG STRIKE

Compromise Reported Near

SCREEN WRITERS GUILD'S six-week-old strike against Alliance of TV Film Producers may be settled by a compromise, it was reported last week.

Representatives from both groups are scheduled to meet this week after holding two "exploratory" sessions described as "very satisfactory." The first meeting, Sept. 12, was instigated by Ronald Reagan and Pat Somerset, president and assistant executive secretary, respectively, of Screen Actors Guild, and Roy Brewer, IATSE representative, who said they acted as individuals seeking labor peace "because the strike stiuation" is "harming the industry."

In a surprise move last week the newly-organized Television Writers of America voted to support SWG by observing its picket line, although not agreeing with SWG on the strike principle. The new union agreed to "withhold material" from ATFP.

The strike had been weakened soon after it began Aug. 11 when Radio Writers Guild refused to support SWG, upon which Authors League of America, parent organization of both SWG and RWG, voted a permanent restraining order to force RWG to support the strike.

SWG asks royalties for open-end TV films and additional payment for re-use where a producer acts as contractor with the pre-sold product, plus minimums. ATFP is opposed to residual rights, but is willing to repay writers for re-use of material, although not for each re-use.

STRAUS NAMED

To Demo Finance Post

APPOINTMENT of Nathan Straus, president of WMCA New York, as deputy finance chairman of the Democratic National Committee was announced last week by Beardsley Ruml, head of the group's finance committee.

Mr. Straus served as New York campaign manager for Sen. Estes Kefauver (D-Tenn.) this summer before the national political conventions in Chicago.

ABC-PG Contract

ABC Hollywood and the Publicists Guild last week agreed on salary increases and improved working conditions for three members in ABC sales promotion effective Oct. 15. New contract is identical to and has been merged with that pact covering five members in press information, signed last July [B•T, Aug. 4]. Sales promotion members' salary is raised to $86.75 for 40-hour, five-day week minimum stipulated in contract.

XUM

Full Text of ABC Letter

(Continued from page 26)

have not had for the past several years.

To effect these changes we propose to maintain the same gross evening rates; therefore, to enable the advertiser to enjoy an average 25% saving, we must increase our discounts, which will not run up to 62%.

For all daytime rates, seven days a week, morning and afternoon, we propose a 5% increase in the published rate of your station. These rates would be rounded to the nearest dollar. Monday through Friday mornings most of this increase will be passed on to advertisers and will result, after a standard six months protection period, in increased revenue for both of us. In the afternoon Monday through Friday we propose to establish increased discounts which will offset the 5% increase in rates so that the net cost to the advertiser will remain the same. On Saturdays we propose to have these larger afternoon discounts apply all day long—thereby resulting in a decreased net cost to the advertiser on Saturday morning.

On Sundays we propose to have the morning discounts apply all day long. The gross rates on Sunday afternoon which are 66⅔% prior to 4:00 p.m. local time and 75% between 4:00 and 6:00 p.m. local time will be reduced to 52½% of the evening rate. Since the other three networks have pegged Sunday afternoon rates at regular daytime values for some time, this move is obviously necessary in order for us to regain our competitive position.

The overall net result of these changes will be a loss of net revenue received from our advertisers, which of necessity must be accompanied by a reduction in compensation to all affiliated stations. This reduction will be another 15% decrease equal to the reduction we effected July 1, 1951, and accomplished in the same manner. Compensation will continue to be computed on your present evening gross rates and the new higher daytime gross rates, and this additional 15%, together with the 15% already in effect, will be deducted from the compensation so computed.

Like NBC, we plan to grant vertical contiguity for non-contiguous periods of the broadcast day. Under this sales policy, a daytime advertiser may buy an evening program and make the two contiguous at their respective rates. The two important examples at the moment are General Mills and Sterling Drug. Under this plan General Mills can combine *Whispering Streets*, The Betty Crocker program, Cal Tinney with the *Lone Ranger—Silver Eagle* evening strip for contiguous rates purposes. In the case of Sterling *My True Story* and *Mystery Theater* will be combined on Wednesday only to establish a 55-minute rate. Using this example *Mystery Theater* will be billed at 30/55th of the 55-minute evening rate and *My True Story* at 25/55ths of the morning rate.

In connection with vertical contiguity for non-contiguous periods, we will establish a new sales policy effective Oct. 1, 1952, specifying that no advertiser shall be entitled to contiguous rates for non-contiguous periods of less than 15 minutes duration. Five minute strips in any part of the broadcast day will no longer qualify for contiguous rates. Naturally, present advertisers are excepted from this policy as long as their programs continue on ABC. The two specific cases at present are the three General Mills Betty Crocker strips and the Philco five-minute strip 10:30-10:35 p.m. NYT.

In addition, for evening advertisers we plan to continue the present policy of horizontal contiguity after 6:00 p.m. local time. We will continue our present restriction that an advertiser must buy at least 60 minutes of evening time in segments of not less than 15 minutes each in order to enjoy this contiguity. The Gulf Oil—John Daly program, which was originally placed as a summer show, has renewed on a regular basis directly as a result of this policy.

We are currently setting the schedule for a series of regional affiliate meetings for this fall. We regret that the action of our competitors in making comparable changes effective, in the case of CBS on Aug. 25, 1952, and NBC on Sept. 28, 1952, does not permit us to hold this matter in abeyance until the conclusion of these regional meetings. We look forward during these meetings to a detailed discussion with you of the entire matter of rates, both in relation to this present step and future possibilities. In the meantime, we most strongly urge your cooperation and quick approval of this proposal.

Already we are in a non-competitive position with NBC and CBS and will remain so until this plan is approved by all of our stations. Obviously our advertisers are most anxious to have specific information regarding their programs. May I ask that, after you consider this most important problem, you execute promptly the attached rider to our present affiliation agreement, which incorporates these changes, and return it to ABC station relations as soon as possible. It is of great importance that this be done by Friday, the nineteenth of September.

We realize that this requires very prompt action on your part on a very serious matter. We know, however, that your consideration of the problem will be made easier because of the published actions of CBS and NBC which paralleled this proposal so closely. In order to explain our position more fully, we have planned a special closed circuit at the regular closed circuit time on Monday, Sept. 15, 1952. May we urge you to listen to this closed circuit which will be devoted entirely to this matter. Al Beckman, Bill Byle, the other members of the station relations department and I will be most happy to discuss this with you if you wish.

Once again, may I seek your cooperation and reemphasize the necessity of your prompt approval by executing and returning to us the attached contract rider.

Very Sincerely,
(Signed)
Ernest Lee Jahncke Jr.

ABC radio is making its Hollywood studio facilities available to its clients and others in broadcasting, advertising, acting, announcing and music fields. Equipment includes 22 Ampex tape recorders and RCA acetate lathes and is available for making audition recordings, spot announcements, program ideas, air shows, talent presentations, interviews or sound effects. Lloyd Hockin is recording supervisor.

SLOAN'S DUTIES

KHJ-TV Assignment Added

JOHN F. SLOAN, WOR-TV New York's sales manager [B•T, Sept. 15], last week was given the additional assignment of heading national sales, in New York and Chicago, for KHJ-TV Los Angeles.

Mr. Sloan

The appointment was announced Thursday by General Teleradio Inc., General Tire & Rubber Co.'s radio-TV subsidiary which owns WOR-TV and KHJ-TV as well as the Don Lee and Yankee networks and a majority stock interest in Mutual.

Operating from WOR - Mutual headquarters in New York, Mr. Sloan will supervise 18 salesmen in New York and Chicago in work on the KHJ-TV account.

The appointment follows recent changes in the Los Angeles TV station representation alignment, when Edward Petry & Co., which represented KHJ-TV in the past, took on representation of ABC's KECA-TV along with ABC's radio and TV stations in New York and San Francisco [B•T, Sept. 8, 1].

Mr. Sloan's additional assignment came less than a week after he resigned as general sales manager of WPAT Paterson, N. J., to join WOR-TV. BROADCASTING • TELECASTING's story on that change inadvertently identified Mr. Sloan's former position at WPAT as that of general manager rather than general sales manager. D. J. Wright is executive vice president and general manager of WPAT.

ABC-TV COMMITTEE

Meets in N. Y. Today

FIRST meeting of the newly organized ABC-TV Advisory Committee will be held at the network's headquarters in New York today (Monday), Alfred R. Beckman, national director of ABC's radio and television station relations departments, announced Wednesday.

The ABC-TV Advisory Committee, consisting of executives of five television affiliates, will meet with Robert E. Kintner, ABC president; Alexander Stronach Jr., vice president of the ABC-TV network and Mr. Beckman in an all-day session.

Canadian Set Output

PRODUCTION of TV receivers in Canada during July totaled 5,550 sets, according to the Radio-Television Mfrs. Assn. of Canada. Sales for July reached new all-time high of 7,492 sets valued at $3,398,944. This compared with 5,670 sets sold in June, and 323 sets sold in July 1951. Sales for the first seven months of 1952 totalled 38,178 sets, and total sales of TV sets in Canada to end of July 1952 numbered 116,616.

Late Fall Stir

(Continued from page 23)

Motors, of which Pontiac cars is a division.

At least three major advertisers are contemplating spot campaigns: The Nestle Co., American Safety Razor, and Warner-Hudnut.

The Nestle Co. (chocolate), through Cecil & Presbrey, New York, is working on a 10-week radio and TV spot announcement schedule, to start Oct. 15 in about 30 markets.

American Safety Razor, New York (Blue Star blades)—not to be confused with its Silver Star blade campaign now running spots in 150 markets—will launch a spot radio-only campaign Oct. 6 for nine weeks in 40 markets in central, midwest and southwest areas. BBDO, New York, is the agency.

Warner-Hudnut, through Dancer-Fitzgerald-Sample, New York, is reported considering a spot campaign using television only, which, if approved, would start after Jan. 1.

Luden's Inc., through J. M. Mathes Inc., will sponsor the 5:45-6 p.m. segment on Mondays of *Howdy Doody* for its Fifth Avenue candy bar, effective today (Monday) on 47 NBC-TV stations. The client may manufacture chocolate caricatures of the Howdy Doody characters.

AFRA-TVA

Merger Approved by AAAA

LONG-AWAITED merger of the American Federation of Radio Artists with Television Authority into the American Federation of Television & Radio artists (AFTRA) was approved Wednesday by the board of the Associated Actors & Artistes of America (AAAA).

The vote for the merger was unanimous with two abstentions—the Screen Actors Guild and the Screen Extras Guild. It was reported that representatives of the screen guilds could not take a stand in the absence of instructions from their respective boards in Hollywood.

George Heller, national executive secretary of TVA, noted that AAAA's action automatically cancels the convention of the organization scheduled for Sept. 22-25. The main objective of the convention was to speed action on a merger with AFRA, which the latter organization approved last month.

The effect of AAAA's action was to unite into one union some 20,000 radio and television performers. AFRA and TVA decided on the consolidation after five AAAA member unions failed to agree on a merger into one large union. The other member unions are Actors Equity Assn., Chorus Equity Assn., American Guild of Variety Artists and the American Guild of Musical Artists. The television and radio artists had voted for a two-branch merger if the full merger was not effected by last July 1.

XUM

at deadline

RTMA NAMES SECREST, PLAMONDON TO TOP SPOTS

RTMA return to system of unpaid presidencies authorized Friday as board elevated General Manager James D. Secrest to executive vice president and named Board Chairman A. D. Plamondon Jr. to additional office of president, succeeding Glen A. McDaniel, who is resigning after 18 months tenure to return to law practice in New York [B•T, June 30] and who was named RTMA general counsel. John W. Van Allen, retiring as general counsel after 25 years' service, was retained as general counsel emeritus.

Changes, effective Oct. 1, were voted on recommendation of special committee of past presidents, which remains in being to make continuing study of organizational structure and recommend changes as indicated. Ultimate employment of paid president not ruled out under this system but neither is one now under consideration, it was said. Committee members: R. C. Sprague, Leslie F. Muter, Paul V. Galvin, and Max F. Balcom, with Messrs. Plamondon and McDaniel as *ex officio* members.

Dr. W. R. G. Baker of General Electric, director of RTMA engineering department, was nominated to board of directors of American Standards Assn., at ASA request that one be designated. Establishment of new public relations and advertising committee for RTMA also was authorized, but final details of appointments had not been finally worked out late Friday. Membership promotion committee mapped broad plans for expanding RTMA participation of electronics equipment manufacturers outside radio-TV field. Meanwhile, Irving W. Rosenburg, of DuMont Labs., was named to set division's executive committee as successor to Dr. Allen B. DuMont, who resigned committee post but remains on RTMA Board.

RADIO AND TV CLUBS MERGE; NAME OFFICERS

MERGER of Radio Executives Club of New York and American Television Society into new organization, Radio & Television Executives Society, has been approved by membership of REC and ATS in mail vote which also elected official slate of officers and governors proposed by joint nominating committee [B•T, Aug. 25].

First year officers are:

Robert W. Sarnoff, NBC vice president, president; Fritz Snyder, CBS, first vice president; G. W. Johnstone, National Assn. of Mfrs., second vice president; Claude Barrere, program representative, secretary, and S. R. Dean, CBS treasurer, treasurer.

Board of governors comprises:

Robert L. Coe, DuMont TV Network; William H. Fineshriber Jr., executive vice president of MBS; Ernest Lee Jahncke Jr., ABC vice president and assistant to president; Don McClure, account executive, McCann-Erickson; Bruce Robertson, BROADCASTING • TELECASTING; Elliot M. Sanger, executive vice president and general manager, WQXR New York; Robert Saudek, director TV-Radio Workshop, Ford Foundation; Reggie Schuebel, Wyatt & Schuebel; George T. Shupert, Peerless TV Productions, and Eugene S. Thomas, George P. Hollingbery Co.

BRILLO SPOT TV

AS RESULT of successful spot tests in selected markets earlier this year, Brillo Mfg. Co. will launch evening TV spot campaign slated to reach 50% of all TV homes in major markets from coast to coast. Surveys of 15,000 housewives before and after selected tests showed substantial market gain. Commercial theme is "Brillo gives twice the shine in half the time." J. Walter Thompson Co., N. Y., is agency.

COURT RULE REVISIONS EXPLORED BY FCBA

TO EXPLORE possible revisions in rules of court as might be indicated by Hobbs Act, Federal Communications Bar Assn. President Arthur Scharfeld, along with John Steen and Tom Wall, met late Friday afternoon with Chief Judge Harold M. Stephens and Clerk Joseph W. Stewart of U. S. Court of Appeals for D. C. Hobbs Act pertains to review of orders of FCC, including rule-making proceedings such as Sixth Report, permits direct plea to Court of Appeals instead of first to special three-judge District Court as before.

FCBA group including Messrs. Scharfeld, William Dempsey, Henry Fischer and Tom Wilson meets today (Monday) with FCC group including Comr. Rosel H. Hyde, Fred Ford, Joseph Kittner and Richard Solomon to begin work on revision of certain rules of practice and procedure necessitated by McFarland Act changes in Communications Act as well as upcoming TV hearings.

FCC RESOLUTION PRAISES JONES

PRAISE for service he rendered as member of FCC came to former Comr. Robert F. Jones from his fellow Commissioners Friday, when they unanimously adopted following resolution proposed by Chairman Paul A. Walker:

By your resignation today you have brought to a close a distinguished career of service with the Federal Communications Commission during which you devoted yourself tirelessly to the demanding duties of your office.

The five years during which you served on the Commission have been marked by phenomenal growth and progress in the field of communications as a result of which we have been faced with problems of the utmost complexity and importance. Your contribution to the resolution of those problems has been most valuable and significant and one in which you can justly take the highest pride.

Your experience as a lawyer, as a member of the Congress, and as a keen student of administrative law, coupled with your ability to master the complex technical problems confronting the Commission, enabled you to render an invaluable service in the performance of our mutual duties.

It is with deep regret that we end our association on the Commission with you, but you carry with you our sincerest wishes for future success in your endeavors.

A copy of this letter is being entered on the permanent minutes of the Commission.

NEW TV APPLICATION

ONE new television station application filed at FCC late Friday raised total requests to 819. It is:

ORLANDO, Fla.—Central Florida Enterprises Inc., vhf Ch. 6, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 426 ft. Estimated construction cost $317,595, first year operating cost $278,677, revenue $325,000. Principals include **Francis K. Whitaker** (⅓), attorney; **Eldon G. Wiggons** (⅓), attorney, and G. Clarence Ziegler (⅓), dairy owner. City priority status: Group A-2, No. 76.

PEOPLE...

WILLIAM KENNETH HOLL, FCC executive officer, named management officer for District of Columbia Friday. Appointment effective Sept. 29, when Mr. Holl will transfer to new position in D. C. Dept. of Administration at $12,000 salary. **ROBERT W. COX** is FCC assistant executive officer and acting budget officer, presumably will become acting executive officer.

ROBERT L. NOURSE Jr., account executive, and **DORIS MORGAN,** media and production, both with Dancer-Fitzgerald-Sample, L. A., join Roy S. Durstine, same city.

ALICE ROSS, Duane Jones & Co., N. Y., to Kastor, Farrell, Chesley & Clifford, that city, as timebuyer.

EDWARD C. OBRIST, manager WNHC-TV New Haven, has been given additional duties as manager of WNHC radio.

TEXAS DELEGATES URGE PROBE OF CONGRESS PROBES

INVESTIGATION by NARTB board of whole problem of Congressional investigations of radio and television asked by NARTB District 13 Friday as two-day meeting closed in Fort Worth (early story page 34).

Texans said probe should go into methods of informing public on background and purposes of those who initiate Congressional investigations. Present reporting procedures should be examined carefully, delegates contended in resolution, with all news facilities of radio-TV networks and stations as well as wire services alerted to assist in job.

Among other resolutions was proposal that future district meetings include engineering sessions.

Harold Hough, WBAP-TV Fort Worth, presiding at TV clinic as representative of NARTB TV Board, warned TV broadcasters to move carefully in buying equipment and hiring personnel. He said radio personnel should be utilized and training programs adopted.

Three network lines into Southwest predicted by end of year by C. F. Weekley, Southwestern Bell Telephone Co. He said Cotton Bowl football game will be fed north. Other members of TV panel were Jim Crocker, KRLD-TV Dallas; Ralph W. Nimmons, WFAA-TV Dallas; Jack McGrew, KPRC-TV Houston; George B. Storer Jr., KEYL (TV) San Antonio; Richard P. Doherty, NARTB.

Questioners included Kenyon Brown, KWFT Wichita Falls, District 13 director; Jack Pink, KONO San Antonio; Marshall H. Pengra, KGKB Tyler; David Morris, KNUZ Houston.

THREE NEW GRANTS

GRANTS for three new AM stations, plus move of WPIN Clearwater, Fla., to St. Petersburg, approved by FCC Friday. New authorizations:

Baton Rouge, La.—Capital City Bcstg. Co. granted 1 kw day on 1260 kc. Co-owners: Stanley W. Ray and Jules J. Paglin, also operators WBOK New Orleans and KAOK Lake Charles.

Woodstock, Va.—County Bcstg. Service granted 250 w fulltime, 1230 kc. Owner: Radio attorney Frank Fletcher.

Maryville, Mo.—Maryville Radio & TV Corp. granted 1580 kc, 250 w day. All local ownership.

Capital City Bcstg.'s Mr. Ray reported new outlet at Baton Rouge to stress Negro and hillbilly music programming will be on air Nov. 15. Paglin-Ray station trio to be sold as OK Group. Messers. Paglin and Ray seek uhf TV Ch. 26 at New Orleans.

XUM

BACKBONE OF AMERICA

The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW
1922 · 1952
30th year

WLW The Nation's Station

millions listen... millions buy!

WJR MARKET DATA

(primary coverage area)

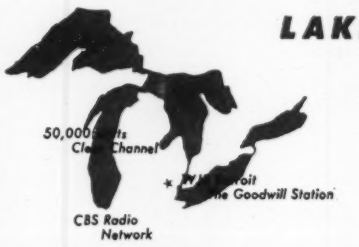
		Per Cent of Total U. S. Market
Population.....	12,601,300	8.3%
Radio Homes....	3,784,170	8.1%
Drug Sales.....	$464,447,000	10.3%

Here is a tremendously important drug market—accounting for *over 10%* of national drug sales. Use the *one single medium* that reaches *all* of this market. Use WJR, the Great Voice of the Great Lakes.

For more specific market information, contact WJR or your Christal representative.

WJR

the **GREAT VOICE** *of the* **GREAT LAKES**



Radio—America's Greatest Advertising Medium

WJR Fisher Building, Detroit 2, Michigan

WJR Eastern Office: 665 Fifth Avenue, New York 17, N. Y.

Represented nationally by the Henry I. Christal Company

Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

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